BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly | Vol. 7 | No. 4

WASHINGTON, D. C.
AUGUST 15, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
AUG 16 ...4
LIBRARY

★ preferred

IN THE NORTHERN OHIO MARKET

WTAM

Preferred by listeners for its high excellence of programs. Preferred by advertisers for its power and ability to produce sales in a billion and a half dollar market. WTAM is an economical buy in northern Ohio.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON
WEAF & WJZ WRC & WMAL

CHICAGO ★ SAN FRANCISCO
WMAQ & WENR KPO, KGO & KYA

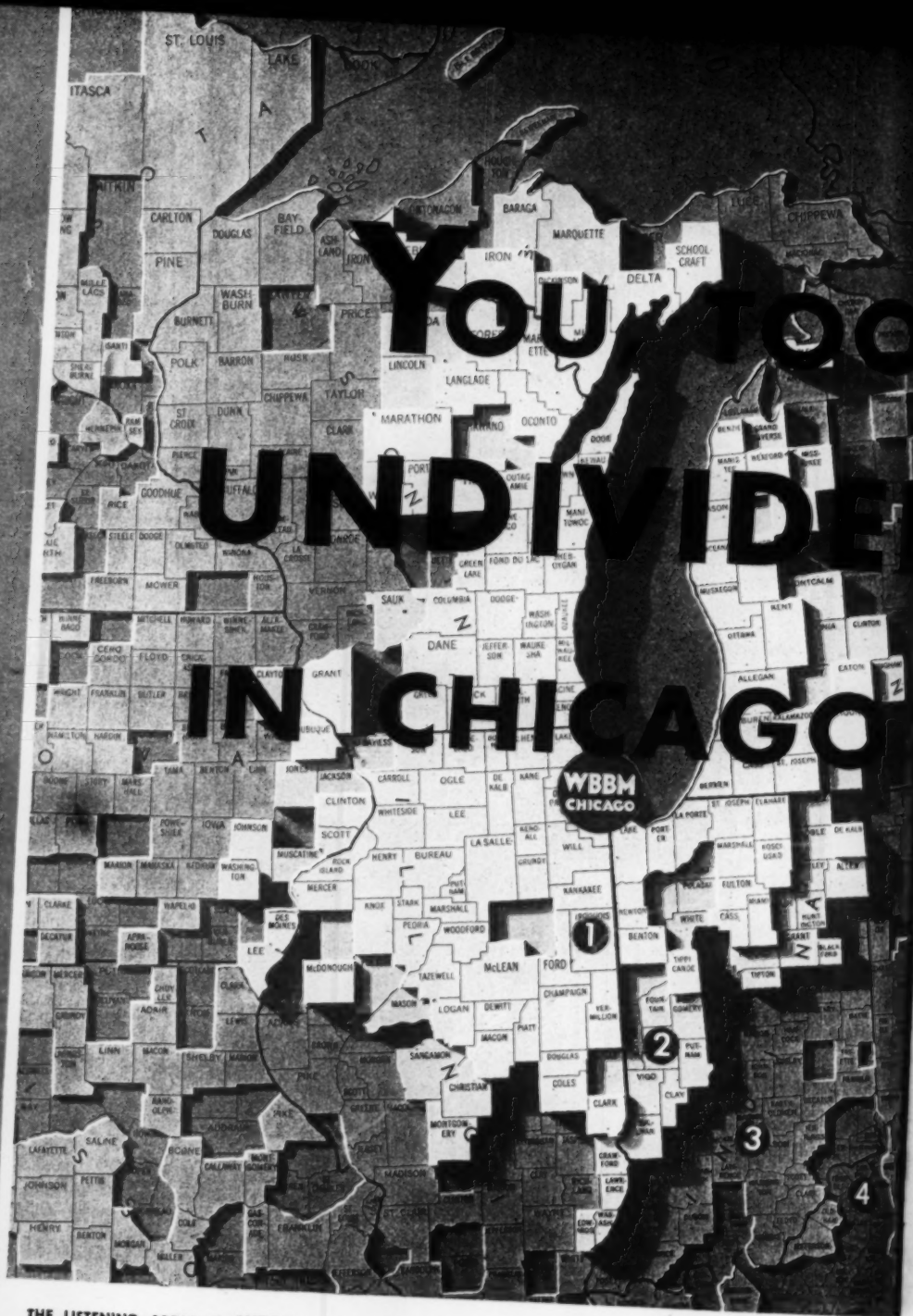
SALES REPRESENTATIVES AT

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA
CLEVELAND • WTAM DENVER • KOA
SCHENECTADY • WGY PITTSBURGH • KDKA
PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

SOME MAJOR ADVERTISERS USING WBBM, 1934-1935

Armour & Co.
Borden Sales Co.
Brillo Mfg. Co.
Campbell Soup Co.
The Centaur Co.
Continental Baking Corp.
Cream of Wheat Corp.
R. B. Davis Co.
The Ex-Lax Co.
Ford Motor Co.
General Cigar Co.
General Foods Corp.
General Mills, Inc.
Lady Esther Co.
Liggett & Myers Tobacco Co.
MacFadden Publications
Pet Milk Sales Corp.
Philco
Time, Inc.
Schlitz Brewing Co.
Studebaker Sales Corp.
The Vick Chemical Co.
Ward Baking Co.
Wasey Products, Inc.
John H. Woodbury Co.



THE LISTENING AREAS OF WBBM—1. INTENSE COVERAGE: 2. VERY GOOD: 3. REGULAR: 4. OCCASIONAL COV

AN HAVE THE ONLY

NETWORK AUDIENCE

- **WBBM is the only radio station of a major broadcasting system carrying ALL the programs of its network in Chicago.**

Moreover... WBBM carries MORE local and "spot" broadcast advertising than any other radio station in Chicago.

WBBM operates full-time with 25,000 watts on 770 kilos. For a specific detailed account of WBBM's lead in Chicago and of the results of WBBM advertising, write or call...

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY • 410 NO. MICHIGAN AVENUE, CHICAGO, ILLINOIS

RADIO SALES SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER MAJOR C. B. S. STATIONS

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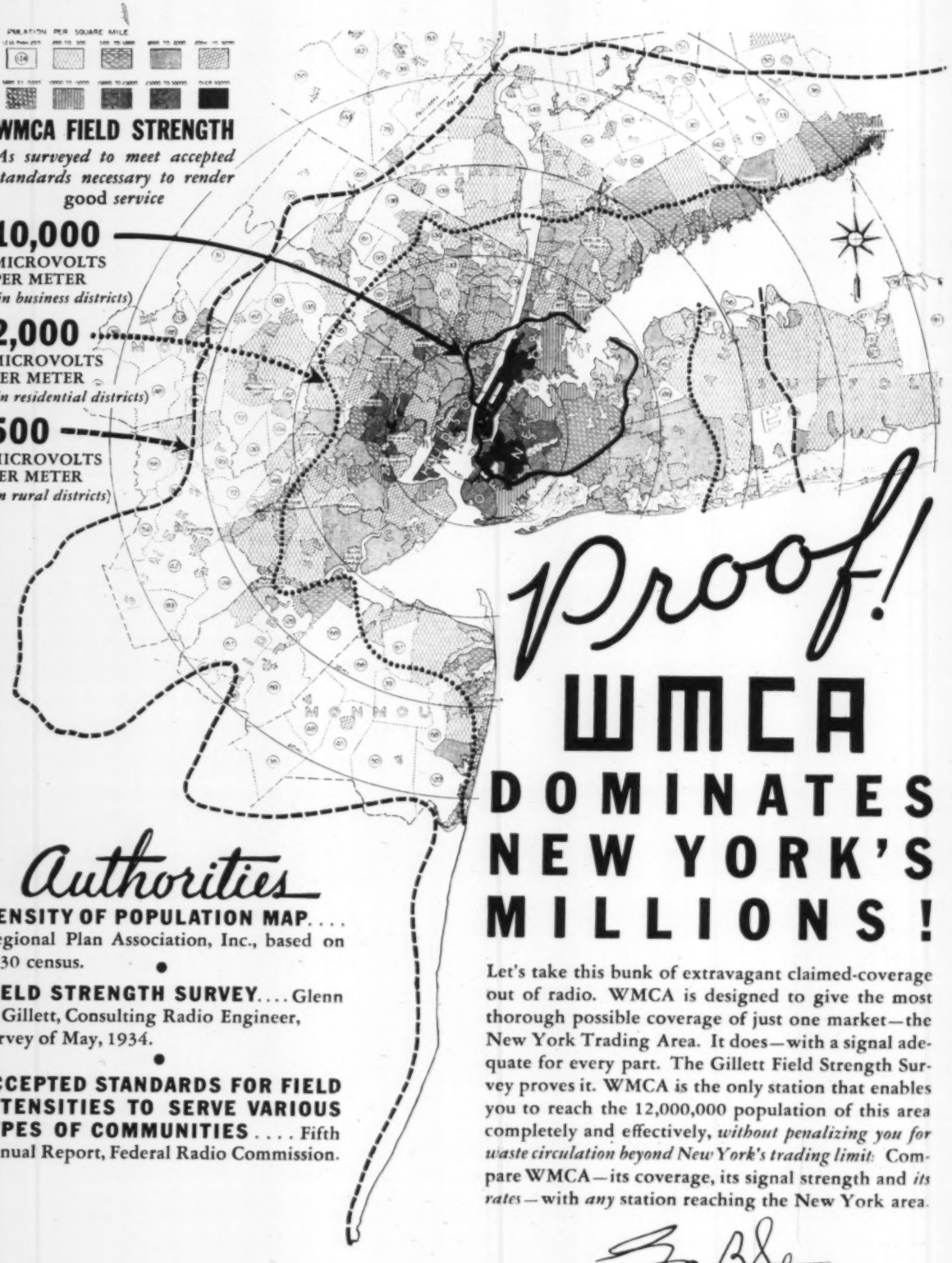

Proof!

WMCA DOMINATES NEW YORK'S MILLIONS!

Let's take this bunk of extravagant claimed-coverage out of radio. WMCA is designed to give the most thorough possible coverage of just one market—the New York Trading Area. It does—with a signal adequate for every part. The Gillett Field Strength Survey proves it. WMCA is the only station that enables you to reach the 12,000,000 population of this area completely and effectively, *without penalizing you for waste circulation beyond New York's trading limit.* Compare WMCA—its coverage, its signal strength and *its rates*—with *any* station reaching the New York area.

Authorities

DENSITY OF POPULATION MAP.... Regional Plan Association, Inc., based on 1930 census.

•

FIELD STRENGTH SURVEY.... Glenn D. Gillett, Consulting Radio Engineer, Survey of May, 1934.

•

ACCEPTED STANDARDS FOR FIELD INTENSITIES TO SERVE VARIOUS TYPES OF COMMUNITIES .... Fifth Annual Report, Federal Radio Commission.

Ira B. Storer President

FEDERAL BROADCASTING CORPORATION

1697 BROADWAY **NEW YORK CITY**

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BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 4 WASHINGTON, D. C. AUGUST 15, 1934 $3.00 PER YEAR—15c A COPY

ANA Survey Shows Radio Best Media Buy

Listeners Have Increased 50% as Unit Rate Dropped 10%; Newspaper Rates Have Risen as Circulation Fell

A SIGNIFICANT analysis, in effect disclosing that radio advertising is a better buy from the "circulation" standpoint than magazine or newspaper space, has been released by the Association of National Advertisers, Inc.

Titled *Trend of Media Rates in Relation to Circulation and Cost of Commodities*, the analyses was prepared by the Circulations Committee of the ANA with the approval of the Research Council. The report was a topic of discussion at the semi-annual meeting of the ANA in Chicago last June, in executive session, after which the ANA adopted a statement to the effect that it looked upon the "continued forcing of publication circulation" with keen disfavor. Permission was procured by BROADCASTING to review the report.

Radio Alone Shows Gain

OF THE THREE advertising media, the analysis showed, radio alone represents a better buy for advertisers now, as compared with 1929. In the case of magazines, it was shown that rates per page per thousand circulation decreased 4.1 per cent in 1933 as compared with 1929, while the general price level of commodities dropped 28 per cent. Total newspaper circulation decreased 7.8 per cent, while the rate for space in newspapers on the average increased 8.5 per cent, as against the general price level drop of 28 per cent.

For radio, however, the total families listening in (circulation) increased 50 per cent in 1933 as compared with 1929, while the total cost of reaching the radio coverage increased only 35 per cent. And the cost of reaching 1,000 of the families listening in decreased 10 per cent.

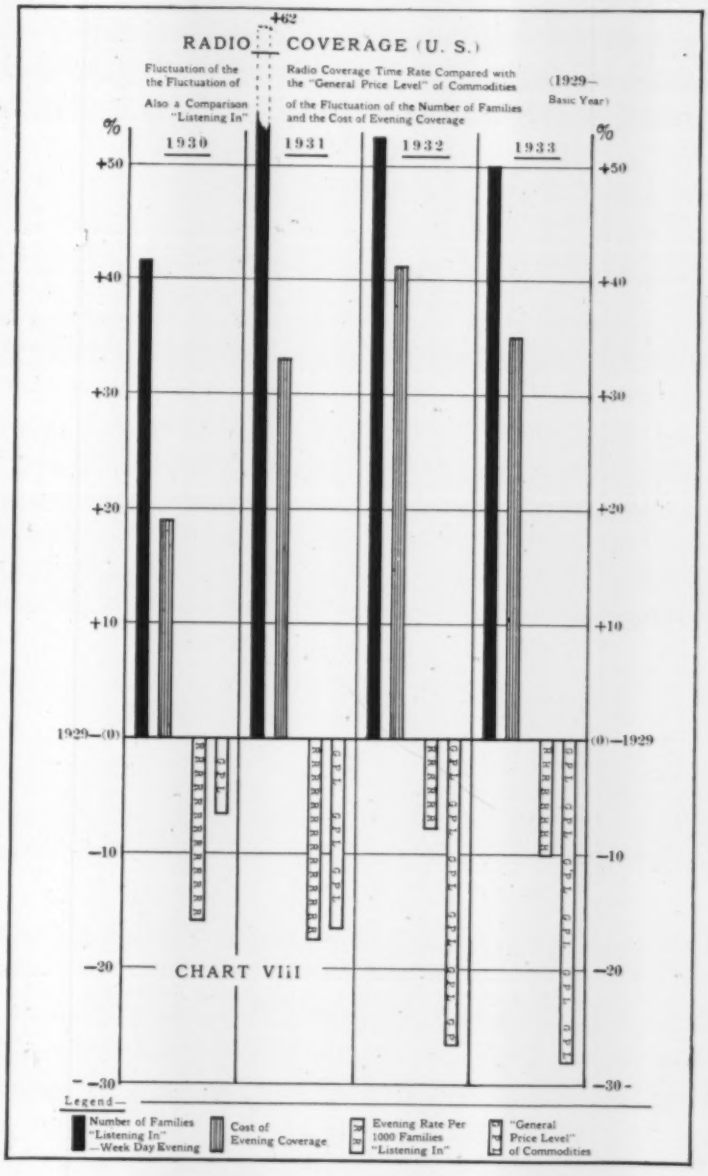
The analysis is devoted largely to a criticism of the printed media for artificially bloating their circulations and for not adjusting their rates to absorb the diminished coverage and reduced buying power. This is not so in the case of radio, which was not mentioned in the statement of the ANA deprecating "forcing methods" of increasing circulation and protesting against increases in gross rates based on such circulations.

From another angle, the ANA survey showed that radio represents a fairer value for the advertiser than the printed media. This was the ratio of rate levels of the three media as compared with the downward curve of general price levels of commodities. Here is what the report said:

"With the exception of radio in 1930 and 1931, at no time did rate levels of the three media descend to the level of the 'general price level of commodities.' The widest differential between the increase in newspaper rates and the decline of the 'general price level' was 36.5 per cent—the differential between the decline of magazine rates and the decline of the 'general price level' was 23.9 per cent. Radio in 1932 shows a differential of 18.8 per cent; 1933, 18.0 per cent."

The report pointed out that incomes in 1932 decreased drastically in comparison with 1929. "Therefore," it said, "magazines and newspapers with only slightly decreased circulations, and radio with a largely increased circulation, went into a market decidedly decreased in buying power."

Ten charts are used in the report to indicate the trends of rates and circulation among the three media, and the fluctuations of commodity prices. "A study of the ten charts," it states, "clearly indicates what the ANA has maintained since the depression: 'That generally speaking circulation and rates have not been liquidated, that is, brought down to levels comparable with other business factors which are more directly affected by the laws of supply and demand.'"



Comparison of Rates

APPROPOS of gross (card) rates and unit rates, the survey brought out in the case of 55 leading magazines, that gross rates have declined 11.8 per cent in 1933 as compared with 1929, while unit rates decreased 3.8 per cent and circulation decreased 8.3 per cent. Newspaper gross rates declined 4 per cent, while the unit rates increased 8.5 per cent and circulation declined 7.8 per cent. *The gross rate for radio coverage increased 35 percent, as unit rates dropped 10 per cent, but circulation increased 50 per cent.*

That portion of the report dealing with radio coverage, to be employed in conjunction with the chart published herewith, follows in full text:

"In setting up indexes for publications, circulations were dealt with as 'Total Net Paid Distribution.' With radio, the number of families 'listening in' at a given time (8 p. m. to 9 p. m.) is considered as *radio coverage* (circulation). These figures for each year (1929, 1930, 1931, 1932 and 1933) were arrived at from averaging the figures of the 'Total Number of Families Owning Sets' received from several sources. Each year's figure, obtained from the average, was multiplied by the percentage of families 'listening in' from 8 p. m. to 9 p. m., which percentages are given in the Co-operative Analysis of Broadcasting reports, and the study, *The Advertiser Looks at Radio*, issued by the Association of National Advertisers, Inc.

"In order to secure complete

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coverage of all families 'listening in' from 8 p. m. to 9 p. m., it would be necessary to broadcast over all stations at that period. Therefore, in order to secure comparable index numbers of cost of coverage each year of the five years, there was computed from the Standard Rate & Data Service the total cost of one hour of radio time (from 8 p. m. to 9 p. m.) of all stations, each of those years.

Rate Per 1,000 Listeners

"TO OBTAIN the index numbers for 'Rate per 1,000 Families Listening In,' the total cost of coverage each year was divided by the number of thousand families 'listening in.'

"The figures that were used for the number of families owning sets are as follows: 1929, 10,313,000; 1930, 13,000,000; 1931, 15,250,000; 1932, 16,452,000; 1933, 17,439,000. Percentage of families 'listening in' from 8 p. m. to 9 p. m., according to the CAB reports and the ANA study, were as follows: 1929, 61.1 per cent; 1930, 68.5 per cent; 1931, 66.6 per cent; 1932, 58.4 per cent; 1933, 54.2 per cent. These percentages were arrived at for the months of March, April, May and June each year, with the exception of 1929, when no check was made during March.

"Radio is, perhaps, too new as a medium to make any direct comparison with magazines and newspapers. Being competitive to a large extent, it is, perhaps, natural that the rate curve would be influenced considerably by the rates of magazines and newspapers.

"It is interesting to observe that this medium cannot control its circulation as can magazines and newspapers; therefore, rates cannot be regulated by circulation methods.

"On Chart VIII [accompanying this article] is shown the trend of the 'Number of Families Listening In' during 1930, 1931, 1932 and 1933, as compared to 1929. Its fluctuations are caused by the variance of the number of sets in use and the variance in the percentages of listening habits. The total cost of evening coverage, that is, from 8 p. m. to 9 p. m., is also shown. It increased considerably from 1929 to 1932, and then dropped off in 1933.

"The 'Rate per 1,000 Families Listening In' decreased perceptibly in 1930 and 1931, due to a greater increase in the 'Number of Families Listening In' than the increase in the total cost of coverage. As the increase in the total cost of coverage caught up somewhat with the increase in the total 'Number of Families Listening In' during 1932 and 1933, rate decreases became less. In 1933 a differential of 18 per cent is shown between the rate and the 'General Price Level' of commodities."

Personnel of Committee

THE CIRCULATIONS Committee, which prepared the report, is presided over by J. Seward Johnson, of Johnson & Johnson, pharmaceutical manufacturers, New Brunswick, N. J. Other members are Lee H. Bristol, Bristol-Myers Co.; Ralph Star Butler, General Foods Corp.; William A. Hart, E. I. du Pont de Nemours & Co., H. A. Hey, Singer Sewing Machine Co.; Lucien P. Locke, Ethyl Gasoline Corp; Grafton B. Perkins, Lever Brothers Co.; R. F. Regan, Procter & Gamble Co.; Wilmot P. Rogers, California Packing Corp.; William W. Tomlinson, Scott Paper Co.; and Edward Strassman, secretary.

The Research Council of the ANA, which approved the report, comprises Chester H. Lang, General Electric Co., chairman; Ken. R. Dyke, Colgate-Palmolive-Peet Co.; Robert J. Flood, Gulf Refining Co.; Turner Jones, Coca-Cola Co.; Ralph Leavenworth, Westinghouse E. & M. Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Lucien P. Locke, Ethyl Gasoline Corp.; Sidney Matz, Ex Lax, Inc.; Allyn B. McIntire, Pepperell Manufacturing Co.; Stuart Peabody, The Borden Co.; Daniel F. Sullivan, Cannon Mills; and Paul B. West, managing director of ANA.

In urging publishers to refrain from "forcing" circulation, the ANA, following its June meeting, stated that statistics show that, while newstand sales have fallen almost in exact proportion with commodity prices, sales through other sources have increased in reverse ratio. "The only reason possible for this," it said, "is that artificial forcing has been and is still being practiced.

"The members of the association prefer to pay a reasonable increase per thousand on a lowered volume of circulation rather than to support circulation practices which they believe to be unsound.

"With full appreciation of the increased costs of publishers, we are of the very strong opinion that these increases should be met in whole or in part by eliminating the excessive cost of obtaining circulation. Until this is done, until this forced circulation, which is of questionable benefit to the advertiser, is eliminated, any attempt on the part of publishers generally to increase their rates is felt to be unwarranted.

"At the meeting it was pointed out that advertisers have a common cause with publishers. There is just so much money to be spent. Increasing the cost of space will merely result in a decrease in the space used which will not benefit the publisher and which will be detrimental to the advertiser."

July Revenues Slump

JULY revenues of the major networks slumped to the lowest point of 1934, although remaining well ahead of July, 1933. NBC's July was $1,864,420, an increase of 36 per cent over July of last year but a reduction from the June, 1934, figure of $2,177,857. Gross of CBS for July was $630,290, an increase of 45.1 per cent over July, 1933, but a reduction from the $925,939 figure for June, 1934.

Surveys Show Listeners Tune in Receivers More This Year Than in 193

COMPARISONS between the listening habits of the public this year and last year have been made in two recent surveys by The Psychological Corp., of New York. The first of these, taken early this year, showed 58 per cent of the persons interviewed reported that they listen more now than formerly.

The second field study, just completed, was carried out along slightly different lines, designed to insure a greater degree of accuracy. Interviewers called upon 4,000 housewives in 50 cities each month and asked the question: "Compared with last year, have you been using your radio more or less? don't know?"

Tabulation of the replies received showed 66 per cent of those interviewed listened more this year than last while only 21 per cent listened less. One commentator on the survey suggested that the next step should be to ascertain why certain persons are listening less. He attributed it to business improvement.

THE KNOX CO., Kansas City (Cystex drugs), is placing 15-minute transcriptions in 20 cities. Account is handled by Dillon & Kirk, Kansas City.

Network Account Bookings Augur Banner Fall Season . . .

(All times stated are EST, to which the networks return Sept. 30)

MANY NEW sponsors and a big proportion of renewals scheduled for August, September and October on the major networks augur a banner 1934-35 fall and winter season in network radio. Partial lists of new commercials, most of which have already been announced as soon as signed, in the columns of BROADCASTING, have been released during the last fortnight by NBC and CBS, and both network organizations state that many others are now being arranged.

NBC announces 26 premieres scheduled from Aug. 19 to Oct. 14, while CBS lists 18 new shows between Aug. 12 and Oct. 12. CBS also announces that 17 other sponsors have contracted for time but have not yet arranged the final details of their presentations.

August Schedules

THE AUGUST NBC-WJZ network schedule includes: Aug. 19, United American Bosch Corporation's "American Bosch Radio Explorers Club," Sundays, 5:30-5:45 p. m.; Enna Jettick Shoe's program with Dennis King and Louis Katzman's orchestra, Wednesdays, 10-10:15 p. m. The August NBC-WJZ network's schedule includes: Aug. 27, Wheatena's "Billy Batchelor," with Raymond Knight, daily except Saturdays and Sundays, 6:45-7 p. m.

The August CBS schedule includes: Aug. 12, Ward Baking Company's program with Buddy Rogers and orchestra, Jeanie Lang and the Three Rascals, Sundays, 9-9:30 p. m., shifting Oct. 7 to 7:30-8 p. m.

September Schedules

THE SEPTEMBER NBC-WJZ schedule includes: Sept. 2, Walter Winchell in "The Jergens Program," Sundays, 9:30-9:45 p. m., with repeat for West starting Nov. 4, 12 midnight-12:15 a. m.; Simmons Company's series with Mrs. Franklin D. Roosevelt, Tuesdays, 9:30-10 p. m.; Sept. 9, Union Central Life Insurance Company's "Roses and Drums," Sundays, 5-5:30 p. m.; Sept. 17, Pepsodent's "Amos 'n' Andy," daily except Saturdays and Sundays, 7-7:15 p. m., with repeat for West at 11-11:15 p. m.; Sept. 17, Woodbury's "Dangerous Paradise," Mondays, Wednesdays and Fridays, 7:45-8 p. m.; Sept. 19, William R. Warner Company's "20,000 Years in Sing Sing," Wednesdays, 9-9:30 p. m., and John McCormack, 9:30-10 p. m.; Sept. 23, Spratt's Patent, Ltd.'s "Terhune Dog Dramas" with Albert Payson Terhune, Sundays, 5:45-6 p. m.; Sept. 23, Campana Italian Balm's program, undecided, Sundays, 6:30-7 p. m.

The September NBC-WEAF schedule includes: Sept. 2, S. C. Johnson & Son's "House by the Side of the Road," with Tony Wons, Sundays, 5:30-6 p. m., with repeat for West, 4:30-5 p. m.; Sept. 2, Malted Cereals' "Little Known Facts About Well Known People," Sundays, time undetermined; Sept. 6, Mohawk Carpet Mills' "Mohawk Treasure Chest," Thursdays, 12 noon-12:15 p. m., and Sundays, 2:30-3 p. m.; Sept. 16, Maybelline's "Musical Romance," from Hollywood Sundays, 3:30-4 p. m.; Sept. 16, Pontiac Motor Co., program undecided, Sundays, 10:30-11 p. m.; Western Clock Company's "Big Ben Dramas," Sundays, 4:45-5 p. m. On Sept. 20 American Rolling Mill Company's "Armco Iron Master" also returns to NBC for a Sunday half hour spot, time and network to be decided.

The September CBS schedule includes: Sept. 3, Cocomalt's "Buddy Rogers in the 25th Century," Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with repeat for West, 7:30-7:45 p. m.; Sept. 10, Wasey Products' "Voice of Experience," Mondays through Fridays, 12 noon-12:15 p. m., and Sundays, 6:45-7 p. m., with rebroadcasts to West at a time between 11 p. m. and midnight to be announced later; Sept. 11 Ironized Yeast's "Whispering Jack Smith" and Arnold Johnson's orchestra, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p. m.; Sept. 13, Shell Eastern Petroleum Products Company's football programs, Thursdays, Fridays and Saturdays, 6:30-6:45 p. m.; Sept. 15, Fletcher's Castoria's "Roxy" program, Saturdays, 8-8:45 p. m.; Sept. 17, Wasey Products' "Human Side of the News," with Edwin C. Hill, Mondays, Wednesdays and Fridays, 8:15-8:30 p. m.; Sept. 18, Woodbury's Bing Crosby programs, Tuesdays, 9-9:15 p. m.; Sept. 18, General Cigar Company's "Adventures of Gracie," featuring Burns and Allen, Wednesdays, 9:30-10 p. m.; Sept. 22, Studebaker's "Champions" and Richard Himber's orchestra shifts to Sundays, 7-7:30 p. m., with repeat for West at 11:30-12 p. m.; Sept. 28, Ex-Lax's new feature with Block & Sully, Gertrude Niesen and Lud Gluskin's orchestra, Mondays, 9:30-10 p. m.; Sept. 30, Old English Floor Wax's "Lazy Dan the Minstrel Man," Sundays, 2:30-3 p. m.

October Schedules

THE OCTOBER NBC-WJZ schedule includes: Oct. 1, Beech-Nut's "Bob Davis," Mondays, Wednesdays and Fridays, 7:30-7:45 p. m.; Oct. 14, Breitenbach Company's program, still undecided, Sundays, 4:45-5 p. m. The October NBC-WEAF schedule includes: Oct. 1, Procter & Gamble's "Ivory Stamp Club with Tim Healy," Mondays, Wednesdays and Fridays, 5:45-6 p. m.; Oct. 1, Delaware, Lackawanna & Western Coal Company's 15-minute program, still undecided, Mondays, Wednesdays and Fridays at period to be decided; Oct. 2, Texaco's "Fire Chief" program with Ed Wynn, Tuesdays, 9:30-10 p. m.; Oct. 6, Smith Brothers' program, details undecided, Saturdays, 9-9:30 p. m.; Oct. 14, Father John's Medicine's "Gems of Melody," Thursdays, 7:15-7:45 p.m.

The October CBS schedule includes: Oct. 1, Delaware, Lackawanna & Western Coal Company's "The Shadow," Mondays and Wednesdays, 6:30-7 p. m.; Oct. 1, Wrigley's "Myrt & Marge," Mondays to Fridays, inclusive, 7-7:15 p. m., with repeat 11-11:15 p. m.; Oct. 3, Wyeth Chemical Company's "Easy Aces," Wednesdays, Thursdays and Fridays, 8-8:15 p. m.; Oct. 5, Time's "March of Time," Fridays, 9-9:30 p. m.; Oct. 7, Brillo's "Tito Guizar's Mid-Day Serenade," Sundays, 12:30-12:45 p. m.; Oct. 5, Campbell Soup Company's "Hollywood Hotel," Fridays, 9:30-10:30 p. m.

Agency Code Hearing Delayed After Compromise is Reached

Rigid Trade Practice Rules in AAAA Draft; No Official Reason Given for Postponement

HOPE for a code of fair competition for advertising agencies, which ran high for a few days when the NRA scheduled a public hearing for Aug. 16, was blasted Aug. 4 with the announcement by William P. Farnsworth, NRA acting division administrator, that the hearing had been "postponed without date."

A tentative code had been submitted to NRA by the American Association of Advertising Agencies, after a year of inter-industry discussion and executive sessions with the NRA. This proposed code, almost totally rewritten as compared with the document submitted a year ago, carries stringent trade practice provisions, designed to eliminate rebating, commercial bribery and other practices regarded as repugnant to agency ethics. It also carries a proviso whereby the Code Authority which would be created, in cooperation with advertising media and advertisers would "establish regulations designed to prevent the publication of misleading or untruthful advertising, for the protection of the public and of its confidence in advertising."

Official Reason Lacking

NO OFFICIAL reason was given for the indefinite postponement. Immediately following the original NRA action setting the proposed code for hearing Aug. 7, which afterward was postponed to Aug. 16, indications were given freely that many of the provisions would be challenged at the hearing. It was apparent that provisions respecting trade practices, standardization of agency commission and use of so-called "house agencies" by advertisers, would provoke controversy.

Among the trade groups which had shown intense interest in the hearing were the Association of National Advertisers, the Advertising Federation of America, and the American Institute of Advertising Agencies, the latter formed last fall for the avowed purpose of combating the original AAAA code proposal as one that would adversely affect many independent agencies.

In its notice of Aug. 4, announcing postponement of the hearing without date, NRA stated the case would be "subject to the call of the administrator after due notice." On Aug. 13 it was said that plans were under way for setting a new hearing date in the immediate future.

In its notice of hearing, NRA stated that the AAAA claimed to represent 54 per cent of the volume of business done in the advertising agency trade. It was stated further that the proposed code merely reflects the proposal of the AAAA and that none of its provisions is to be regarded as having received NRA approval.

Votes Based on Income

TO ADMINISTER the proposed code, the AAAA suggests that the Code Authority shall consist of not more than 13 members representing the industry and of such additional members without vote as the administrator may appoint. The AAAA president (John A. Benson) would serve as executive officer, with voting power for nomination and election of the other industry members resting with the agencies and based upon gross income for the preceding year. An agency which had a gross of $25,000 would have one vote. The voting power scales upward in proportion to gross income, with a maximum of 10 votes allowed any one agency which grosses more than $6,400,000.

Wage and labor provisions apparently do not constitute a serious problem for agencies. A 36-hour week is specified for employes earning less than $45 per week. Minimum wages are placed at $15, and child labor is prohibited. The usual NRA labor provisions are included in the proposed code.

To share the benefits of the code and to display the Blue Eagle, agencies must assent to whatever code requirements are adopted by NRA and sustain their reasonable share of expenses of the Code Authority. The cost would be assessed on the basis of one-tenth of 1 per cent of agency gross income for the previous calendar year up to $1,500,000 and one-twentieth of 1 per cent on gross income in excess of that figure. The code would become effective on the tenth day after its approval by the President.

Trade practice provisions of the proposed code follow in full text:

The following practices constitute unfair methods of competition or of trade practice for members of the trade and are prohibited:

1. To take from printers, lithographers, artists, engravers, or other suppliers or from any other third party a profit, discount or commission, or anything of material value other than the agency commission allowed by owners of advertising media, unless known to or understood by the advertiser.

2. To grant or give to an advertiser directly or indirectly any part or all of the commission allowed by owners of advertising media—commonly called in the trade "rebating"—or to operate in any way which violates or circumvents the terms and conditions under which these commissions are received, as defined by owners of advertising media or their organized bodies.

3. To give away collateral advertising material (such as art, typography cuts, mats, plates, etc.) without charge to an advertiser or to bill it to him at less than cost to the agency, except in reparation of error or spoilage committed by the agency.

4. To allow cash discounts not earned by prompt payment on cash discount dates.

Note: It shall not be construed as an unfair method of competition to credit an advertiser with agency commissions received from owners of media or their representatives, either against a fee paid by the advertiser to the agency or against a fixed percentage on total cost of space and/or time and/or collateral advertising material charged by the agency, provided such compensation in either case is not less than the total of agency commissions received from owners of advertising media.

No Basic Rate Fixed

NOTE: Nothing in this code shall be construed as fixing the basic rate of agency commission, allowed by media owners, or as preventing any changes in it, or in the terms and conditons of it, which they may deem advisable to make.

5. To offer employment to a full time employe of another member of the trade without first notifying such member.

6. To make or cause or knowingly permit to be made or published any false, materially inaccurate or deceptive statement by way of advertisement or otherwise, concerning the services of any member of the trade, or otherwise having the tendency or capacity to mislead or deceive customers or prospective customers.

7. To give or permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employe, agent or representative of another in relation to the business of the employer of such employe, the principal of such agent, or the represented party. Commercial bribery provisions shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

8. To induce or attempt to induce the breach of an existing oral or written contract between a competitor and his customer, or to interfere with or obstruct the performance of any such contractual duties or services.

9. To defame competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations or by the false disparagement of the grade or quality of their service.

10. To use any subterfuge as a means of evading any provision or provisions of this code or to frustrate their spirit and intent.

'Flea-Power' Stations

"CIGAR BOX" radio stations, with curtain rods for aerials, have become an off-duty diversion of the knob-and-dial boys at WHAM, Rochester, N. Y. The "stations" operate with "one flea power" on a 5-meter wave, and actually transmit and receive speech while being carried through traffic afoot. It's a common occurrence to walk through the studios and offices at the Rochester station and find off-duty control room operators adjusting their 10-cent curtain rod antennas while earnestly talking with other short-wave fans a few partitions away.

Whose Air is It, Anyhow? . . .

HEY, YOU CAN'T KEEP ME OFF THE AIR!
NOBODY'S TRYIN' TO KEEP YOU OFF THE AIR!
THE AIR
LISTEN, BOYS-I CAN CUT YOU BOTH OFF!
POLITICS
MR. RADIO OWNER
EVANS

Evans in the Columbus Dispatch.

CBS Local Sales Unit May Include Affiliates

CONSIDERATION is being given by CBS to an extension of the functions of Radio Sales, Inc., its local sales division, to include affiliated stations not owned by the parent company, as well as those which it owns and operates. At the time of going to press, no decision had been reached, though conversations were being held in New York between members of the New York and Chicago staffs to ascertain approximately how many stations could avail themselves of a new representation service, as many of them already have contracts covering certain territory.

NBC Bans Records

USE of phonograph records on NBC owned and operated stations was ordered discontinued Aug. 7 in a notice sent from New York to the 16 stations in that category. The order will be placed in effect gradually to allow existing contracts involving use of records to expire.

Daytime Network Sales Mount; Drive For Greater Gains Opens

CBS Quotes Figures to Prove Early Hours Pay; Radio Rates Shown Well Under Magazines

FIRING the opening gun in what is expected to become a mass drive by all stations and networks for greater daytime sales, now that evening hours for the fall are booked nearly solid, CBS has issued a compilation of statistics and opinions on the efficacy of advertising during morning and afternoon periods.

Pointing to the record, CBS states that the total expenditures by advertisers for early time increased from $1,540,000 in 1932 to $2,310,000 in 1933—a gain of 49.9 per cent. During the first six months of this year, sales have aggregated $1,731,000, already more than the total for the entire year in 1932, indicating a probable gain for 1934 over 1933 of between 50 and 60 per cent.

Average Budget Grows

AVERAGE expenditures by individual advertisers have shown an even more striking increase. From $22,789 in 1932 they rose to $31,632 in 1933 and to $52,461 so far this year. The two-year growth amounts to 130 per cent. More than half of the network's daytime advertisers during 1934 have been on the air for more than a year, and more than a quarter of them have been consistent buyers of early time for two years. Further evidence that daytime commercials are at least as satisfactory to sponsors as evening features is contained in the fact that while 83.9 per cent of evening advertisers renewed their contracts in 1934 the percentage of daytime renewals was 84.8.

A considerable part of the publication is devoted to success stories from clients. In general, one conclusion can be drawn from all of them: that while any form of advertising used by manufacturers resulted in increased sales, the increases were greatest in the territories where radio was employed, whether in conjunction with other media or not.

An outstanding example of this experience is afforded by Brillo, which has been nationally advertised for 21 years. Sales in the area reached by its daytime radio program has increased twice as sharply as sales in the non-radio territory, during 1933 and 1934. In 1935 the Brillo appropriation for early CBS time will be doubled.

Cuts Per Inquiry Cost

TWO UNUSUAL experiences with premiums are recounted. Best Foods, Inc., made up color mixers at a cost of $10,000 and in more than a year of advertising through other media than radio failed to dispose of them. When they were offered over the air to listeners who sent in ten Nucoa carton flaps, representing a retail expenditure of $1.50, the requests outnumbered the supply by 1,600

A manufacturer of toilet goods, whose identity is not disclosed, had the experience (no longer an uncommon one) of finding that his per inquiry costs were cut to one-third by the use of radio. The question was raised, however, as to the economic standing of the persons who responded to air offers, as compared with the clippers of coupons from magazines and newspapers. Were they as well able to buy the product, which in this case was fairly high priced?

A thousand women were interviewed: 500 who had written for samples in response to the radio offer and 500 who had clipped the coupons in six national magazines. Trained investigators called at their homes to find out how many in each group actually had bought a full-size bottle of the product. Where they could not show the bottle itself as proof, the call was not counted.

Of the coupon-clippers, 150 had bought the full-size bottle. Among the radio respondents, 193, or 29 per cent more, made the purchase.

10,650,000 Daily Listeners

SURVEYS taken continuously from January to May, 1934, show that the average number of radio sets turned in some time during the day totals 10,650,000. At CBS daytime rates for a quarter hour period, on a coast-to-coast network, this "gross" circulation costs 29 cents per thousand homes.

Compared with this, five women's magazines on the rate for a black and white page, showed the cheapest gross circulation cost $2.88 per thousand homes—almost ten times the cost of radio coverage. Others ranged up to $3.70.

In the August issue of *Printers' Ink* the question of daytime effectiveness is discussed along with other factors in broadcasting. After pointing out the obvious difference between the requirements of a brewer, whose audience should consist mostly of men who are home mainly in the evenings, and the manufacturer of household utilities which are used during the day by women, this symposium summarizes the case for daytime broadcasting as follows:

Advertisers Miss Bet

"IT IS THE BELIEF of agency executives that more advertisers are missing a bet through failure to use daytime hours than for any other reason. A number of evening programs, properly handled, would produce greater effectiveness if broadcast in the daytime. They would get the attention of women, for example, at the time when women are more likely to be thinking of the type of product advertised and its use.

"Daylight hours are passed up because advertisers are under a delusion that choice evening time applies to all products, regardless of their nature. A study of this situation might prove to them that they could do a more constructive job for less money if they broadcast in the daytime."

BLACKMAN Co., New York, has placed a test campaign for the new Ivory shaving soap being introduced by Procter & Gamble Co., Cincinnati, on four New England stations as a preliminary to possible expansion.

GBI Deal Still Pends

Negotiations leading to a proposed reorganization of Group Broadcasters, Inc., have been practically suspended for the time being inasmuch as so many of the principals are or will shortly be on vacation. The problem of resolving the conflicting contracts for exclusive station representation signed by some of the members remains the chief difficulty confronting them. A spokesman said it is hoped that by the end of the summer a sufficient number of the members of the group may be able to arrange a meeting at which a plan for the future may be evolved.

Petry Signs Yankee

EDWARD PETRY & CO., station representatives, have been appointed national representatives for the Yankee Network and the four stations owned by the Shepard Broadcasting Service, Inc., according to an announcement Aug. 13 by Mr. Petry. The network was previously represented by Scott Howe Bowen, Inc. on an exclusive basis. Ten New England stations constitute the Yankee network. The four Shepard-owned stations are WAAB and WNAC, Boston; WICC, Bridgeport, and WEAN, Providence.

Trade Commission Queries Sponsors

FOLLOWING review of about one-third of the more than 100,000 broadcast advertising continuities it received during July, the Federal Trade Commission has sent to some 100 radio advertisers questionnaires seeking detailed information about the nature of the products advertised. These continuities were classified as "questionable," but the sending of the questionnaires does not necessarily mean they will be hailed for hearing or cited to cease and desist from making statements held to be false or misleading.

It was explained Aug. 10 by E. J. Adams, chairman of the Special Board of Investigation of the Trade Commission, that the sending of the questionnaire is the very first step in contemplated prosecutions. Should the replies from the advertisers be insufficient to satisfy it that the advertising is not improper, the Commission then will cite the advertiser for an informal but confidential hearing. Stations over which the programs were carried also will be notified of the hearing and given the opportunity to agree to any cease or desist order or stipulation with which the advertiser may be asked to comply.

Virtually all of the advertisers to whom questionnaires have been sent are in the proprietary medicine or cosmetics group. The procedure being followed by the commission is identical with that inaugurated a score of years ago in connection with newspaper and magazine advertising.

Commissioner Ewin L. Davis, who was largely instrumental in working out the radio advertising survey in cooperation with the NAB and the networks, declared in connection with the work that most stations have cooperated to the fullest, but that a small minority have not submitted their continuities.

28 Stations Signe By Father Coughli

Two Canadian Outlets on N Programs Start Oct. 28

THE Rev. Charles E. Cougl begins his next series of nati wide network broadcasts from T Shrine of the Little Flower, Ro Oak, Mich., Sunday, Oct. 28. T customary hour, 4-5 p. m., EST, retained, and the program w again be known as "The Gol Hour of the Little Flower."

For the coming season of weeks, the largest independent n work ever used by Father Cou lin—28 stations—has been orga ized by Leo J. Fitzpatrick, ma ager of WJR, Detroit, key of t network. Mr. Fitzpatrick has be the priest's radio advisor on t formation of networks and use broadcasting facilities since the i ception of his broadcasts.

While Father Coughlin's a dresses have attracted large Can dian audiences in the past, it w be the first season in which Can dian stations have carried h voice. Two Canadian stations key cities have signed for t broadcasts.

Contracts with the station which are paid their regular rate are being handled by the E. H Hellwig Advertising Agency, Ne York. In all, 26 stations in th country and the two in Canad including nine of the Yankee Ne work, will carry the broadcast They are: WLW, Cincinnat WGR, Buffalo; WOL, Washing ton; KWK, St. Louis; KSTP, S Paul; WOKO, Albany, N. Y. WOR, Newark; WJR, Detroit WJJD, Chicago; WCAU, Phila delphia; WOC-WHO, Des Moines WCAO, Baltimore; WJAS, Pitt burgh; WFBL, Syracuse, N. Y. WGAR, Cleveland; WHB, Kansa City; WIND, Gary, Ind., and th Yankee Network stations WNAC Boston; WEAN, Providence WORC, Worcester; WMAS Springfield; WNBH, New Bed ford; WDRC, Hartford; WICC Bridgeport; WLBZ, Bangor, an WFEA, Manchester.

Anti-Ant Spots Start

L. & L. Co., Los Angeles manufa turers of a new ant exterminat product, "Ant-B-Gon," early i August started its first radio cam paign with the John W. Hunt C as the agency. Initial radio effor is on KFOX, Long Beach, an KFAC, Los Angeles. Copy, in th form of several daily spot an nouncements, stresses the warm weather "ant season" discomforts suggesting specific ways to over come the ants in city homes, camp beach resorts, or mountain cabins

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WGN Appoints in West

APPOINTMENT of Greig, Blair & Spight, Inc., to represent WGN Chicago, in the West was an nounced Aug. 1 by Frank Schre ber, KGN assistant manager. Th San Francisco office of Greig Blair & Spight, at 485 California St., will handle WGN's accounts originating in California, Oregon Washington, Idaho, Nevada, Ari zona, New Mexico, Utah, Wyo ming, Montana, Colorado and Texas.

Programs For Each Class of Buyer

E. W. Edwards & Son, Syracuse, Sponsors Special Features For Children, Men, Women and Young Debutantes

By BERNARD J. WINN

Mr. Barlow

A DEPARTMENT store that is utilizing radio advertising to a maximum degree, and is well pleased with the results, is E. W. Edwards & Son, Syracuse. For the children it has the Juvenile Hour, for the men the Sport Ticker, for the various ages of women an informal fashion chat, hints on facial beauty, and a cooking school. The author of the article is the director of radio for the store, working directly under C. L. Barlow, advertising manager.

E. W. Edwards & Son, large Syracuse department store and one of the pioneers in promoting children's radio programs, inaugurated its Juvenile Hour on Oct. 29, 1932. The idea of giving talented children an opportunity to broadcast was accepted with great enthusiasm, not only by Syracusans, but by residents of the entire trading and listening radius. Mothers, dads, relatives and friends—an average attendance of 650—visit Edwards' broadcasting auditorium every Saturday morning. As many as 4,600 letters have been received on one broadcast, commenting on the performance of the children. It has not only focused the attention of Edwards on the younger set, but has also built incalculable good will.

Edwards Juvenile Hour is a weekly feature, one hour in length, and is broadcast direct from the fifth floor auditorium of E. W. Edwards & Son through the remote facilities of WSYR. All children between the ages of 3 and 16, providing they are amateurs, are eligible to participate. Every contestant is carefully auditioned and approved before going on the air. Approximately 20 juveniles are included on each program.

Winners Picked Weekly

EACH WEEK, two winners are selected by the radio audience—that is the boy and girl about whom the greatest number of commendation letters are received. They are the winners of the weekly award. Every 13 weeks the winners are featured in an all star broadcast at one of the local theaters. These all star broadcasts have been accepted with great enthusiasm, so much so that we have been forced to turn away patrons long before the show was scheduled to begin. Sixty per cent of our audience are adults and the majority of our fan mail comes from adults. We do not accept more than one card or letter on a performer from one person in selecting winners.

Sales Gains Shown

THE COMMERCIAL advertising used on the Juvenile Hour is devoted exclusively to children's merchandise. Sixty to 100 word plugs are sandwiched into the program to advertise various children's specials. Although we have no definite means of checking the actual sales which result from these commercials, we feel that they have stimulated sales. As a test we advertised roller skates at a price on the radio only. This plug was given at 11 a. m.; more than 200 pairs were sold before 4 p. m. We have also found that many customers ask for some particular item that they heard advertised over the radio.

What has Edwards Juvenile Hour done for the children? This question could best be answered by presenting a few of the juveniles that have appeared on the Juvenile Hour. To most children, the Edwards Juvenile Hour is a goal. It is a reward for patiently practicing their music and, too, an incentive to work harder and take it more seriously. To the children who are merely watching the broadcast, they, too, find themselves astounded at what those of their own age have accomplished and are inspired to a better appreciation of a musical education.

What It Does for Store

LAST but not least, it has given the children poise and assurance before an audience. We can think of nothing more important to these children in their everyday life than the ability to state their thoughts to a group of people with conviction and confidence. In the case of our broadcast it takes double the courage for the children to face a microphone for the first time and also in addition to appear before an audience.

What is the Juvenile Hour doing for the store?

1. Creating a favorable impression among the "shoppers of tomorrow."

2. Creating a favorable impression and often influencing opinion toward shopping at Edwards.

3. Providing a regular Saturday morning traffic in the store, and opening contacts with families who may or may not have traded in Edwards.

4. Building good will, selling items direct and doing a publicity job for a store that cannot help but build for today and tomorrow.

During the summer months, when, due to vacations and hot weather, it was decided to temporarily discontinue the Juvenile Hour, this program was replaced by another children's feature. This featured Uncle Al and Uncle Nick in 15 minutes of music, singing and chatter with the children. It was essentially a birthday feature, and the last Saturday of each month found gathered in the studio all the children whose birthday occurred during the previous month, where they watched their favorites, Uncle Al and Uncle Nick, broadcast a special performance for their benefit. Candies, cakes and refreshments were served to the youngsters. You can be sure that the program clicked.

Edwards has been known as the mouthpiece for local sports in Syracuse. Important sport events and prominent athletes have been brought before the microphone on Edwards' sport programs. When International League Hockey was inaugurated in Syracuse, Edwards sponsored a play-by-play description of the games direct from the rink and a resume of all out-of-town games. In previous years Edwards' Men's shop has presented the daily ball scores to the radio audience, but this year, the ball scores have been replaced by Edwards' Sport Ticker. This program is broadcast every Monday, Wednesday and Friday at 6:10 p. m. and is conducted by a well known connoisseur of sports who covers the sports highlights of the day and interviews various sport celebrities. The commercial advertising used on the Sport Ticker is a 100 to 150 word announcement on men's furnishings.

For Mothers, Debs

FOR MOTHER and the young debutantes, Edwards presents three very popular programs, namely: Evelyn Shops Edwards, Famous Faces and Edwards' Cooking School of the Air.

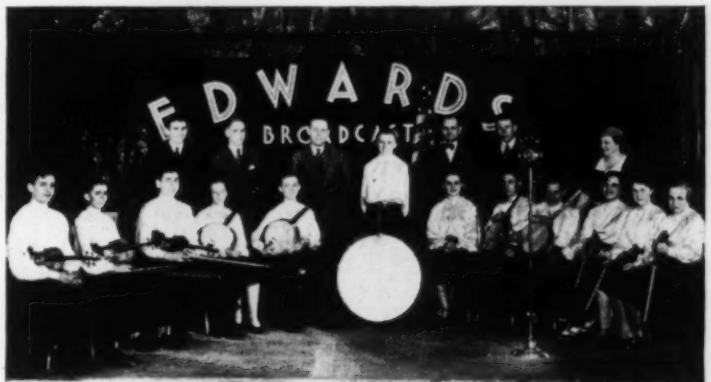
As the name implies, Evelyn Shops Edwards is a shopping program somewhat in the nature of an informal fashion chat. Evelyn compiles her continuity in such a way that the direct selling is shaded, thus making her suggestions in an informal manner and eliminating the antagonism of a "talk program." Evelyn builds her talk around some specific merchandise event or events. This program is presented every Tuesday and Thursday 9:45 a. m. Just in time to catch mother and the young debutantes before they start their shopping tour.

Famous faces, which was more than usually successful, was an appeal to young matrons and young women, from the age of 16 to 21. This was a real winner for Edwards' Beauty Salon. Famous Faces was presented by the head of the Edwards' Beauty Salon, and offered interesting analyses of famous women's faces. It was broadcast from 9 a. m. to 9:15 a. m. each Tuesday for 13 weeks, ending February 14.

Cooking School

EDWARDS' newest venture in radio advertising is the promotion of its electrical appliance department through the medium of Edwards' Cooking School of the Air. This program is a half hour in length (to be increased to one hour Sept. 1), and is conducted by a nationally known home economist. Edwards' Cooking School of the Air is broadcast direct from Edwards' broadcasting auditorium, thus allowing a large audience to see the actual preparation of the foods. Commercial announcements stress the importance of the various electrical appliances that are on display in Edwards' electrical appliance department. Although this program has just been inaugurated, it is already showing very promising results.

In conclusion, a word should be given to the set-up of the personnel of Edwards' radio advertising department. This department is under the supervision of C. L. Barlow, advertising manager of E. W. Edwards & Son. Through the combined efforts of Edwards' advertising department and WSYR, Edwards' radio programs have met with phenomenal success and should show even greater results in the coming year.



DEPARTMENT STORE ENSEMBLE—Shown with the Juvenile Orchestra of the Empire Conservatory of Music, one of the Edwards department store's various radio features, are some of the staff of the store and station carrying its programs. In the background, left to right, are Bernard J. Winn, the store's radio director; Al Eicholzer, WSYR technician; Owen G. Forrest, Juvenile Hour pianist; E. Nick Stemmler, WSYR announcer, and Mrs. Owen F. Forrest, who chaperones the orchestra on its travels.

Candidates Lining Up for FCC Posts; Four Stations Cited

Jolliffe, Aides May Be Named At Next Meeting Aug. 20

CONFRONTED with a constantly growing mass of detail which must be sifted before it can embark upon the formulation of its investigation upon which its report to Congress next February will be based, the FCC plans shortly to announce the selection of its executive aids, upon whom a major part of this task will devolve.

At a meeting of the full board Aug. 13—the second since the organization of the FCC—personnel matters were discussed, but no announcement was made. The selections, it is stated, probably will be announced Aug. 20, at which time another full FCC meeting is scheduled.

Reappointment of Dr. C. B. Jolliffe as chief engineer of the new agency now is confidently expected, in spite of the other candidacies for the post. Two of his three assistant chiefs, drawing $7,500 a year, it is believed, wil be Lieut. E. K. Jett, N. S. N., retired, for the Telegraph Division, now acting in that capacity, and Andrew D. Ring, senior broadcast engineer, for the Broadcast Division. Mr. Ring would succeed V. Ford Greaves, assistant chief of the former Radio Commission, who likely will be transferred to San Francisco as radio supervisor or elsewhere in the field.

Webster for Broadcast Division

FOR THE THIRD assistant chief engineer assignment (Telephone Division) consideration apparently has dwindled to two candidates—Lieut. Comdr. E. M. Webster, radio chief of the U. S. Coast Guard, and W. G. H. Finch, chief engineer and executive of the Hearst radio interests. Mr. Webster is also being considered for director of the Broadcast Division, and Mr. Finch for director of the Telegraph Division.

A. G. Patterson, former president and chief investigator of the Alabama Public Service Commission, seems to head the list of candidates for director of the Telephone Division. Robert Bartley, of Texas, nephew of Rep. Rayburn (D.), of Texas, co-author of the Communications Act, and now secretary to I. C. C. Commissioner W. M. W. Splawn, also is regarded as a strong candidate for the Telegraph Division directorship. There are, all told, some twoscore candidates for these six posts.

Minor appointments in the Legal Division are expected daily. The appointments of assistants general counsel proably will be considered Aug. 20 along with the other executive selections. George B. Porter, former acting general counsel of the Radio Commission, nad now serving as assistant general counsel of the new agency, appears to be a definite choice in that capacity for the Broadcast Division. Candidates being considered for this and other posts were enumerated in the Aug. 1 issue.

Indications have been given that the Broadcast Division is not letting up on the work begun by its predecessor in checking operations of stations, notably those against whom complaints have been registered for broadcasting fortune-teller, astrologer and similar programs regarded as fraudulent or questionable. Four stations have been cited for such activity in the first month of FCC rule, and a score of others are under investigation of program complaints.

This work, it was said, is being carried on largely by the Legal Division, as in the past, and has not been instigated by the Broadcast Division as a new campaign. In the past, for example, as many as 50 stations have been under investigation for allegedly improper programs. In the cases of the four stations cited, all were given temporary licenses pending further investigation. In one instance, the Broadcast Division renewed the license after the station had dismissed the performer, one Monroe Manning.

The Legal Division also is giving preliminary study to revision of the rules and regulations of the FRC to make them conform with the new Communications Act. Apparently, no far-reaching changes are contemplated, the primary aim being to perfect the regulations and eliminate ambiguous and unwieldly provisions.

RADIO IN STRATOSPHERE—"We are going to have to come down." All the world thrilled to this announcement over NBC's short wave radio installation during the National Geographic Society-Army Air Corps flight which ended on a Nebraska farm. The remarkable achievement of radio in maintaining two-way communications throughout practically the whole flight, using only an 8-watt set in the gondola, is still the subject of comment on all sides. Here Major Kepner and Captain Seevens are pictured inside the radio-equipped gondola; the picture above shows the tent transmitting and receiving station at Rapid City, S. Dak., where the ascent started, with C. K. Atwater, NBC engineer, at the controls; Thomas W. McKnew, of the National Geographic Society, beside him; and Robert M. Morris, NBC development engineer, in the background.

Dill Won't Run

ANY DOUBT about the announcement recently by Senator Dill (D.) of Washington and radio leader, that he would return to private life, was dispelled Aug. 11 when he failed to register for the Democratic primaries to be held in September. On that date registrations were closed. Senator Dill said he intended to return to the practice of law, but has repeatedly stated that he might organize a nation-wide radio-press association to furnish news to broadcasting stations.

HISTEEN Corp., Chicago (Histeen hay fever remedy), started spot announcements on 20 midwest stations on August 1. The account is handled by Ruthrauff & Ryan.

Transradio Press Expands Its Service

Becomes Chief Rival of ANPA As Radio News Retires

RETIREMENT of the Radio News Service of America from the field of supplying news to broadcasting stations leaves the Transradio Press Services, Inc., operated by Herbert Moore, with a subsidiary, the Radio News Association, as the principal competitor of the ANPA's Press-Radio Bureau. Mr. Moore has broadened his bulletin service to subscribers since the Radio News Service ceased operations.

In announcing formation of the new subsidiary, Mr. Moore explained it will concentrate upon delivery of news via short waves on a nation-wide basis. Transradio, he declared, will continue as hitherto, perfecting the type of 24-hour, seven-days-a-week service which the big stations and regional networks require.

Serves 100 Stations

TRANSRADIO, according to Mr. Moore, is now serving nearly 100 stations and negotiating with 50 others. New stations signed by Transradio and Radio News Association include WLS, Chicago; WEBR, Buffalo; WQAM, Miami; WSGN, Birmingham; KTRH, Houston; WDAY, Fargo, N. D.; WJAY, Cleveland; WMT, Waterloo, Ia.; KFJZ, Fort Worth; WJMS, Ironwood, Mich.; WBOW, Terre Haute, Ind.; WGBF, Evansville, Ind.; KFDN, Casper, Wyo., and WHBQ, Memphis.

The new corporation, formed after the withdrawal from the field of other projected radio news organizations, was said by Mr. Moore to be capitalized at $50,000. Headquarters are at 342 Madison Ave., New York, with branch offices in Washington, Chicago, Los Angeles, St. Paul and London. Officers are Mr. Moore, president and chairman; W. G. Quisenberry, former acting London bureau manager of the United Press, vice president and general news manager, and Otis Peabody Swift, vice president and general sales manager. Mr. Swift, a former European newspaper correspondent and for six years with national advertising agencies, left the Press-Radio Bureau to join the Moore organization. He had made a field study of the radio news situation for Press-Radio this year.

Staff Is Expanded

MR. MOORE predicted that, with the expansion of this organization, it would be serving 200 stations before the end of the year. "This expansion," he declared, "has been forced upon us by the overwhelming demand on the part of radio stations for round-the-clock flash and bulletin news coverage."

In consummating an agreement with WLS, operated by *The Prairie Farmer*, Mr. Moore said 300 correspondents of that organization in ten states of the Middle West become available to Transradio. Simultaneously, he announced the addition of three reporters to the New York staff. They include Leo Fontaine, formerly of the Associated Press and a number of metropolitan newspapers, and Don Tracy, former Baltimore newspaperman and author.

16 Independent Stations Urge Clear Channel Inquiry by FCC

Petition Attacks Policy of Old Radio Commission; Nine of 40 Clear Waves Are Now Shared

DISCLOSING that nine of the 40 clear channels originally set aside for exclusive night-time operation of high power stations already have been "broken down" and expressing fear that the entire clear channel system is "in imminent danger of a total or partial breakdown with corresponding destruction of rural broadcast service," 16 of the country's leading independent clear channel stations Aug. 7 petitioned the FCC for an investigation of clear channels and a re-statement of regulations regarding them.

In the making for many months, the petition is the first open attack upon actions of the former Radio Commission, which itself went contrary to its own rules and regulations relative to clear channel operation. Stations signing the petition are KFI, KNX, WBAP, WFAA, WGN, WHAM, WHAS, WJR, WLS, WLW, WOAI, WSB and WSM. All are assigned to clear channels with power of 5,000 watts or more, the majority using 50,000 watts.

Separate Petition Filed

AS COUNSEL for the various stations, five Washington radio attorneys signed the petition. Louis G. Caldwell, former general counsel of the Radio Commission, signed for WSM, KFI, WGN, WJR, WLW, WOAI, WSB, WFAA and WBAP. Paul M. Segal signed as counsel for KNX and as co-counsel for WHAM, along with R. M. Webster, Jr.; Swager Sherley signed for WHAS, and Duke M. Patrick for WLS.

In addition to this joint petition, Attorney Frank M. Scott filed a separate petition making similar demands, and in effect reciting the same reason, in behalf of WOR, WOC-WHO and WRVA, also in the clear channel category.

The petition asked specifically that the FCC authorize and direct a technical study and investigation of clear channels to be carried on for a year under the supervision of a radio engineer of recognized ability, integrity and independence "and preferably a member of the Commission's technical staff," with the cooperation of all broadcasters and radio laboratories willing to give such aid. In the interim, it asked that no new or further duplicate night-time operation be permitted on clear channels and that no further duplicate daytime operation be permitted except under and safely in accordance with the mileage separation tables recommended by the Engineering Division.

Upon conclusion of the technical study, the stations proposed the Commission should promulgate such new regulations or amendments as will accurately make effective the scientific facts and principles developed and thereafter "rigidly and uniformly apply and enforce those regulations" until formally amended.

In support of the proposal, the petition recited in detail the original conception of the clear channel and the reasons that motivated the 1931 allocation under which 40 of the 90 available frequencies were set aside, eight to each of the five radio zones, to provide service for rural and remote listeners. Each channel was to have a single station assigned to it at night, using power of not less than 5,000 and not more than 50,000 watts.

"The public interest, convenience and necessity served by clear channel stations, as generally understood and agreed, has been to provide broadcast reception for persons located in areas not in the immediate vicinity of a broadcast station, and particularly in rural areas," the petition stated. "Only by the use of clear channels can many millions of persons be served since on regional and local channels, where simultaneous operation of two or more stations is authorized, interference-free service is ordinarily restricted to relatively small areas around the station transmitters; for the same reason it is only by the use of clear channels that many additional millions of persons (including many residing in towns and cities of substantial size) can be provided with a choice of two or more programs instead of being confined to the reception from a single station."

"Widespread apprehension" among independent clear channel stations, the petition continued, has resulted from the fact that since the reallocation of 1928 the old FRC had from time to time and in increasing measure relaxed the interpretation and enforcement of its regulations respecting clear channels, with the result that two or more stations of substantial power are authorized to operate simultaneously at night on nine of the 40 clear channels; that these actions, and the lack of any clarification by the Commission as to future policy, have led to a steadily increasing number of such applications, and that widespread misunderstanding exists as to the purpose served by clear channels, on the part of the public, Congress, many public officials, and even many broadcasters.

Breeds Ill Feeling

AS A RESULT, it is stated further, clear channel stations are being subjected "to contant and, it is believed, unnecessary jeopardy and expense" in defending the channels used by them. "They are further being subjected to constant direct and indirect pressure from such applicants for their 'consent' to such simultaneous operation," says the petition. Embarrassment and ill-feeling, it is added, oftimes arises when the requests are refused, and in certain cases where "consents" have been refused, "serious difficulties" have developed.

It is held that these conditions are directly or indirectly the outgrowth of the desire of broadcasters and advertisers to serve local markets at a sacrifice of rural service. "Baldly expressed," says the petition, "the issue as to clear channel preservation is therefore between the rural listener and advertiser. The interests of the advertiser are indirectly but effectively represented by the applicants for such privileges, but the true interests of the listening public can be effectively represented only by the Federal Communications Commission in its interpretation and application of the statutory standard of public interest, convenience and necessity prescribed by Congress for the Commission's guidance.

In an appendix various pronouncements of the Commission and its technical staff, made in the past in connection with the purpose served by clear channels, are produced. A tabulation of clear channels on which simultaneous nighttime operation is now authorized and a list of clear channels to which Mexico has assigned stations, although no official information is available as to how many of them are being used, are also set forth.

List of Clear Channels

CLEAR CHANNELS listed in the petition as those on which simultaneous night-time operation is now authorized follows:

680 kc.—KPO, San Francisco, 50 kw., and WPTF, Raleigh, N. C., 5 kw. (C.P.).
710 kc.—WOR, Newark, 50 kw. (C.P.) and KPCB, Seattle, Wash., 100 w.
760 kc.—WJZ, New York, 50 kw., and KXA, Seattle, Wash., 250 w.
770 kc.—WBBM, Chicago, 25 kw., and KFAB, Lincoln, Neb., 25 kw.
790 kc.—KGO, Oakland, Cal., 7½ kw., and WGY, Schenectady, N. Y., 50 kw.
970 kc.—KJR, Seattle, 5 kw., and WCFL, Chicago, 1½ kw. (5 kw. C.P.).
1040 kc.—KRLD, Dallas, 10 kw., and WTIC, Hartford, Conn., 50 kw.
1060 kc.—WBAL, Baltimore, 10 kw., and KTHS, Hot Springs, Ark., 10 kw.
1100 kc.—WPG, Atlantic City, 5 kw., and KWKH, Shreveport, La., 10 kw., and WLWL, New York, 5 kw.

Drought Drivel

TO PROVE that radio helps, rather than hinders climate and soil, and is in no wise responsible for the drought and heat wave, as some folk seem to think, J. R. Poppele, chief engineer of WOR, Newark, will plant many acres surrounding the new 50,000-watt WOR site at Carteret, N. J., and report the results of the "high-frequency bombardment." Arrangements have been made with the New Jersey College of Agriculture to conduct this experiment, he says, in order to answer the reports that radio waves produce aridity.

"AMERICA'S LITTLE HOUSE"—This is the architect's drawing of the Better Homes of America model house in New York, in the garage of which CBS will install a studio for sponsors, expected to be mostly building material manufacturers. President Paley of CBS is one of the patrons of the better homes movement in New York and has pledged all profits from the broadcasting to the movement after costs are met, all the costs being borne by CBS.

THE BROADCASTING studio of "America's Little House" will be located in the garage and will be available to carefully selected advertisers, the Columbia Broadcasting System, which is financing the project, announced Aug. 1 after Mayor LaGuardia had broken the ground at Park Avenue and 39th Street, New York City.

All of the programs which will be broadcast from the model house will not be commercial, however, according to CBS. Many types of sustaining programs designed to promote the educational aims of the Better Homes of America, which is sponsoring the Little House, will originate in the garage studio.

CBS will turn over all profits derived from broadcasting from the Little House, after the cost of building and maintaining the house for a year have been met, to Better Homes of America.

The national organization, of which Dr. Ray Lyman Wilbur is president and Herbert Hoover honorary chairman, is cooperating with the New York committee to promote the Little House on a nationwide basis. The 9,000 Better Homes committees throughout the United States will be urged to tie in their local activities with the programs originating in New York.

The Little House, which is being financed by CBS for one year because William S. Paley, its president, is one of the sponsors of the New York City Better Homes movement, is planned for the average family of five, without a maid. It will be modernly equipped throughout and will be built to sell for between $6,000 and $8,000 in any small city or suburb.

First Six Months Gain 13.6% Though June Shows Loss

Transcription Accounts Up 56.6% in Six Months

BROADCAST advertising volume as a whole for the first half of 1934 amounted to $38,221,480 and scored an increase of 13.6% over the last half of 1933, according to the NAB statistical service compiled by Dr. Herman S. Hettinger, University of Pennsylvania economist. National network volume gained 37.5%, regional networks 20.2%, and national spot advertising 45%. Local advertising gained but 5.9% because of the lagging retail trade in many areas.

Other media also registered gains, national magazines amounting to 27.8%, farm papers 33.4% and newspapers 3.4%.

Stations of all power classes gained about equally in advertising volume during the last six months, but a marked difference occurred in various geographical areas. Station advertising in the Middle Atlantic - New England area increased 60% over the last six months of 1933. Middle Western broadcasting rose 20%, and the Mountain and Pacific States showed an increase of 14.3%. Non-network advertising in the South remained about the same as during the latter half of 1933.

Broadcast advertising in June experienced a marked decline as compared with May. Seasonal and general business conditions combined to push gross business down 21.6% to $5,418,732. National spot lost most heavily, falling 34.1%, due mainly to a 45.8% decrease in transcription business. Despite a 16.7% drop as compared with May, the national network business was the best for June in broadcasting history.

Electrical transcription business during the last six months increased 56.6%, live talent volume rose 26.1%, record volume dropped 27.4% and spot announcements gained 3.4%.

For June, national transcription spots amounted to $266,538 as against $128,855 local transcription volume. Live talent business was divided, similarly, as $460,737 and $686,690; records, $5,282 and $34,915; spot announcements, $242,820 and $453,500.

The distribution of the advertising business among the four major media during the first half of the year follows: Radio, $38,221,480; national magazines, $61,409,805; farm papers, $2,870,927; newspapers, $242,535,250.

For June alone the figures were: Radio, $5,418,732; national magazines, $11,768,764; farm papers, $462,056; newspapers, $42,839,000.

Kitchen Supplies Expand

SOAP and kitchen supply advertising showed a marked increase during the half year in the national network field and in June reached almost double last December's volume. In the national spot field there was a marked gain in automotive advertising and an increase in apparel advertising. Automotive, beverage and household equipment advertising also rose in the local field.

Pointing out that the June report completes the first year of collection of comprehensive radio trade statistics by the NAB Statistical Service, Dr. Hettinger predicted that total 1934 advertising volume should come close to the 1931 peak.

The current season's revenues for the 1933-34 period, amounting to $66,671,000, he said, are 15% below the 1931 high mark in the broadcasting business. National network volume has risen since 1931, however, from 51% to 55.8% of the whole.

In the distribution of total broadcast advertising volume, foodstuffs led with 19.1%, followed closely by drugs and pharmaceuticals with 11.7% and toilet goods with 14.6%.

Non-network advertising by type of rendition for June and for the first half of 1934 follows:

Type of Rendition	June	Cumulative Jan.-June
Electric'l transcriptions	$395,393.00	$3,768,119.00
Live talent programs	1,147,427.00	7,240,203.00
Records	40,197.00	261,467.00
Spot announcements	696,320.00	4,635,574.00
Total	$2,279,337.00	$15,905,363.00

The division of national spot and local advertising by type of rendition for the first six months of this year follows:

Type of Rendition	January-June, 1934 — National Spot	Local
Electrical transcription	$3,044,571.00	$723,548.00
Live talent programs	3,029,315.00	4,210,888.00
Records	39,512.00	221,955.00
Spot announcements	1,497,466.00	3,138,108.00
Total	$7,610,864.00	$8,294,499.00

7-Mile Remote Hookup Used at Golf Tourney

ONE of the most elaborate remote control hookups ever installed for covering a sporting event in the Southwest was worked out by WKY, Oklahoma City, during the recent Western Amateur Golf Championship matches in Oklahoma City. A portable short wave receiver and seven miles of land wires were used by Earl Hull, chief engineer, to give complete coverage. Plug-in microphone locations were established at eight tees, with Edgar T. Bell, vice president of WKY, handling the portable short wave set.

In the Twin Hills clubhouse, headquarters for the match, WKY installed its short wave receiver and mixing panel. A "round robin" circuit was used, so that any announcer could talk to any other at any time. Four announcers and two operators were used during the six days of the match. In addition to Mr. Bell, other announcers were Gayle V. Grubb, station manager, Frank Martin and Earl Hull.

New WOC-WHO Radiator

INDICATING that it contemplates eventually going to 500,000 watts power, WOC-WHO, Des Moines, has contracted for a new 520-foot vertical radiator antenna similar in design to those of WLW, Cincinnati, and WSM, Nashville. The $30,000 structure will be completed early in November. WOC-WHO now uses 50,000 watts but the new tower will be adaptable to superpower if it should later be decided to go up.

Alabama Organizes State NAB Group

Mr. Persons

FORMATION of the Alabama State Committee of Broadcasters to function as the state organization of the NAB, has been effected by all broadcasters of that state, according to an announcement Aug. 10 by S. G. Persons, director of WSFA, Montgomery, president.

The committee is the second such state organization to be formed, the first having been created more than a year ago in New York. Harold Smith, WOKO, Albany, is chairman of the New York group, which has functioned successfully in state legislative matters and in promoting the industry. Philip G. Loucks, NAB managing director, is urging organization of similar committees in all states, to work directly under the NAB in national matters but with full autonomy on purely state affairs.

The purposes of the Alabama organization, as set forth at the initial meeting, are "to foster constructive legislation, to oppose destructive legislation, to interchange ideas of mutual profit and to generally promote and further the interest of broadcasting in general."

Attending the organization meeting July 29 in Montgomery were S. A. Cisler, WSGN, Birmingham; M. D. Smith, Jr., WBRC, Birmingham; Bascom Hopson, WAPI, Birmingham; Fred Moseley, WAGF, Dothan; George Bickford, WNRA, Muscle Shoals City; William O. Pape, WALA, Mobile; Alvin Douglas, WAMC, Anniston, and Mr. Persons and H. E. Pill, of WSFA. WJBY, Gadsden, was represented by proxy.

In addition to Mr. Persons, the officers are Mr. Hopson, vice president, and Mr. Moseley, secretary-treasurer. The executive committee comprises Messrs. Pill, Cisler and Smith.

Community Chest Drive Will Use Transcriptions

BING CROSBY and Jimmie Grier's Orchestra did the first of a series of approximately 50 transcriptions for the Los Angeles Community Chest on August 1. Production was at Freeman Lang's studios. The series will use radio, stage, and screen names.

Although designed primarily for the southern California campaign area of the chest, the entire series will be made available to similar groups elsewhere. Because of the success of the Hollywood-made recordings a year ago, Newton D. Baker, as national director of the Community Chest drives, this year asked that the discs be made available to other cities.

REAFFIRMING a previous decision, the FCC July 31 authorized WORK, York, Pa., to increase its operation from daytime to unlimited hours and to change frequency from 1000 kc. to 1320 kc., using a directional antenna. The authorization was a special temporary grant until Feb. 1, 1935.

POPULARITY + POWER!

WAPI 5000 WATTS CLEAR CHANNEL

FIRST IN ALABAMA

Coverage · Results · Service

Ask These Advertisers

Armour & Co.
Bayer's Aspirin
Beechnut
Chase & Sanborn
Chevrolet
Dr. Lyon's Dentifrice
Dr. Pepper
Fleischman's
Firestone
Gulf Oil
General Tires
Gillette Blades
Goodrich
General Electric
Heinz Company
Jergen's Lotion
Kraft Cheese
Lucky Strike
Maxwell House
Nyal Ucatone
Plymouth
Pontiac
Rumford Baking Powder
Rexall
Standard Oil
Ward Baking Co.

* PARTIAL LIST OF NEARLY 100 LEADING NATIONAL ADVERTISERS WHO SUCCESSFULLY USE WAPI

"THE VOICE OF ALABAMA"

WAPI BROADCASTING CORPORATION 5000 WATTS N·B·C NETWORK BIRMINGHAM ALABAMA

Industry Prepares for Hearing On Class Group Wave Demands

FCC Orders Inquiry Oct. 1 Under Organic Act; NAB to Coordinate Broadcasters' Defense

PREPARATIONS are being made by the broadcasting industry for the hearing to be held before the Broadcast Division of the FCC Oct. 1 in compliance with the proviso in the Communications Act of 1934 requiring a study of proposals that fixed percentages of broadcasting facilities be allocated to so called non-profit organizations such as educational and religious institutions.

Regarded as a showdown on the incessant demands of groups and organizations outside of radio to acquire channels used by commercial stations, the hearing was ordered July 31 by the Broadcast Division to gather detailed information from all interested parties. Upon this record the Broadcast Division will base its answer and recommendations to Congress, due on February 1, 1935.

NAB to Take Lead

THE ORDER specified that the hearing will be open to any person or radio station licensee, or his attorney, who desires to submit information. The hearing, scheduled to begin at 10 a. m., may last for several days.

The case for the broadcasting industry, it is expected, will be presented chiefly through the NAB. Philip G. Loucks, NAB managing director, is acting as coordinator for the industry. The NAB officially has gone on record as opposed to the parceling out of channels to special groups, as contrary to public interest, and it will present facts to substantiate this position.

"This action," said Mr. Loucks, "initiates the most important survey of the American system of broadcasting yet undertaken. It opens the door to every person and group of persons who have from time to time opposed commercial broadcasting and gives them an opportunity to make public record of their objections." He asked all stations to cooperate closely with the NAB in assembling the data which must be presented.

Outgrowth of Lobby

THE PROVISION in the Communications Act of 1934 requiring the investigation was a direct outgrowth of the Congressional lobby instituted by the Rev. John B. Harney, Superior of the Society of St. Paul the Apostle, licensee of WLWL, New York, which sought an increase from the equivalent of two days a week to full time. Failing in this before the old FRC, he started a lobby unequalled in radio annals which resulted in petitions containing several million signatures being filed with members of Congress.

The lobby sought support for the Harney-inspired amendment, backed by certain educational groups, seeking allocation of 25 per cent of all broadcast facilities to so-called nonprofit institutions. Michael J. Flynn, legislative lobbyist for the American Federation of Labor, also assisted Father Harney. After a strenuous battle the amendment was defeated, but the FCC investigation order was inserted as a substitute.

It is expected that such organizations as that of Father Harney, the Joy Elmer Morgan "reform" group of the National Education Association, which has banded together as the National Committee on Education by Radio, and other avowed opponents of broadcasting by the American Plan will present statements in favor of class distribution of facilities before the Broadcast Division.

Text of FCC Order

THE ORDER under which the hearing will be held follows in full text:

ORDER NO. 1

Pursuant to the provisions of Section 307(c) of the Communications Act of 1934, as follows:

"The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of nonprofit radio programs or to persons identified with particular types or kinds of nonprofit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same."

It is ordered that any person or licensee (of a radio broadcast station) desiring to submit information to the Commission concerning any matter referred to in said section may do so by appearing in person or by attorney at a hearing to be held at the offices of the Federal Communications Commission beginning at 10 a. m. on October 1, 1934, and continuing from day to day until completed. Written notice of intention to appear at said hearing should be furnished the Commission not later than September 20, 1934.

It is further ordered that the secretary cause copies of this order to be sent all licensees of radio broadcast stations and any other parties known to be interested in said matters.

Fox Joins WGAR

J. LESLIE FOX, until recently vice president in charge of sales of WMCA, New York, has joined WGAR, Cleveland, as head of the sales department, it is announced by John F. Patt, WGAR vice president and general manager. Mr. Fox was formerly commercial manager of WSM, Nashville, and general manager of KFH, Wichita, Kan. Gene Carr, formerly program director of WTAM, Cleveland, has also joined WGAR as head of program and production departments. Mr. Carr had left active radio in 1933 to teach the theory and function of radio at the Cleveland Institute of Music, which post he will now hold on part time.

Kuppenheimer Spots

B. KUPPENHEIMER & Co., Chicago (men's clothing) has contracted with World Broadcasting System for a series of 1-minute announcements of an extensive group of stations, presenting in dramatic form the features of Kuppenheimer's fall line of suits and overcoats. Accounts will be placed for 13 weeks, direct.

Spotlight of Convention Turns on FCC Hearing Of Class Wave Demand

FIRST PLACE on the already crowded agenda for the 12th annual NAB convention in Cincinnati, Sept. 16 to 19, has shifted to plans of the broadcasting industry for the hearing which opens Oct. 1, before the FCC Broadcast Division, on the demands of class groups for a substantial portion of the broadcast spectrum.

The industry's case will be cleared through the NAB, and Philip G. Loucks, managing director, will submit to the membership in Cincinnati an outline of the plans as formulated up to that time. The association will be asked to consider the plan and make such alterations as it may desire.

The convention, unlike those in the past, will be limited to members in good standing. A score of stations which have not paid dues for three months or more have been notified that if payment is not made within two weeks they will be dropped from the rolls.

Consideration of the FCC hearing plan may force elimination from the tentative program of some other subjects previously scheduled.

THE SOCIETY of European Stage Authors & Composers, 113 W. 42nd St., New York, has announced a tentative licensing agreement with CBS authorizing the network's full use of its dramatic and musical compositions.

Prall Is Injured In Auto Accident

REP. ANNING S. PRALL (D.), of New York, who is expected to become a member of the FCC early next year, is recuperating in a Staten Island hospital from injuries suffered in an automobile accident Aug. 1, at which time his motoring companion, Senator Wagner, of New York, also was injured. Mr. Prall sustained a compound fracture of both bones of his lower right leg and lacerations of the hands and forehead. Senator Wagner suffered two fractured ribs and severe lacerations.

The accident occurred near West Point, N. Y., when Senator Wagner, who was driving, swerved his automobile to avoid a truck, and the machine plunged off the Adirondack Mountain highway 20 feet into a brook. Both were moved to the home of Dr. Harold J. Harris for first aid. Rep. Prall was moved to the hospital on Aug. 4.

Rep. Prall last February was named by President Roosevelt to become a member of the Radio Commission as successor to William D. L. Starbuck. The Congressman, however, elected to conclude his term in Congress, which ends next Jan. 3. At that time he is expected to be named to the FCC, probably as chairman of the Broadcast Division.

FORD DEALERS of America, through N. W. Ayer & Son, have added KTAR, WCLO and WIBA to the list of stations carrying their special transcriptions of Fred Waring's Pennsylvanians.

KSD

A DISTINGUISHED BROADCASTING STATION

IN ST. LOUIS

Prof. C. M. Jansky Jr., noted Radio Engineer, speaking on Radio at the Pacific Advertising Clubs Convention in Portland, Oregon, is quoted:

"Five hundred watts of power will give the same signal strength at a certain measured distance on 600 kilocycles as 50,000 watts on a frequency of 1500 kilocycles. Power is not an index to radio coverage."

KSD on 550 kilocycles offers sponsors a favored coverage position on the broadcast band.

Red Network Outlet for National Broadcasting Company

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit San Francisco

Radio Stations Scooped Press on News, Learned Some Lessons in Coast Strike

Novel Program Ideas Adopted as Musicians Walk Out: Producers Find Orchestras Aren't Essential

RADIO came valiantly to the fore as a public servant and at the same time learned many valuable lessons in economy and production during the paralyzing general strike which recently gripped San Francisco. Radio's importance as a gatherer and disseminator of news was decisively proved before and during the strike when KFRC and KJBS scooped the newspapers by as much as half an hour on many important developments of the walkout.

That achievement revived the old news-gathering fight which came to a head when the Scripps-Howard *News* and Hearst's *Examiner* carried front page boxes criticizing "inaccurate" radio news items. The dailies referred to an incorrect strike story, which had been broadcast by KGO, KFRC and KPBS. The stations thereupon proved the story to have come from the Press-Radio Bureau, which culled it from United Press, which serves the *News*. The papers refused to apologize.

Some Local Accounts Lost

THE STRIKE vitally affected most San Francisco stations in two ways —the cancellation of commercials and the absence of musicians. The network stations, such as KGO, KPO and KFRC, suffered but few commercial cancellations during the period, but some of the smaller ones, such as KJBS, KTAB and KYA, lost as many as 50 per cent of their accounts, all of which were local business houses.

So serious was the drop-off at KTAB that W. I. Dumm, president of Associated Broadcasters, dismissed his entire San Francisco staff during the strike and operated only from the Oakland studios with programs largely composed of records. Many big network accounts also could not be closed as a result of strike. However, after the general strike broke, most of the accounts began returning.

Loss of the musicians was at first regarded by stations as a death blow. Then their showmanship came to the front, and most programs went on just the same. NBC cancelled several orchestral transcontinentals, but continued most Pacific coast shows. KFRC dropped no programs, even continuing its transcontinental "Blue Monday Jamboree" variety show, with cast doing a capella singing between gags and drawing as a result, the heaviest fan mail of any one show from that station. Absence of the musicians for the three-and-a-half-day period saved much money for stations, particularly NBC's KGO and KPO, which have a total music payroll of more than $4,000 per week.

Producers discovered an orchestra isn't essential. New ideas in producing shows, even of the frolic type, emerged from a mass of helter-skelter suggestions. As an example, KFRC plans to make an occasional feature of George Nickson, tenor, singing with only the feminine voices of the Bluettes as a colorful background.

When the walkout ended, and musicians and other strikers were ordered back to work, they met with rebuffs at many points, particularly at NBC. The network refused to use musicians for the balance of the week, except on the Saturday night "Carefree Carnival," claiming the week's schedules had been planned and could not be changed.

Dual Announcements

SOMETHING unusual in the way of announcing commercial spots has been inaugurated by WIS, Columbia, S. C. Instead of using one announcer for certain commercials, the station uses two, who read the script in unison. The game for the listener is to detect the mistakes the announcers make, which produces a comedy element and is said to draw a substantial audience.

12 Campbell Co. Winners Ready for Final Test; CBS Series Opens Oct. 5

LOCAL and regional auditions have been completed for the role of the hat-check girl in the Campbell Soup Co. "Hollywood Hotel" series on 84 CBS stations, which has been scheduled to start Oct. 5. Besides the new star to be "discovered" at final auditions in New York Aug. 16, the cast will include Dick Powell, El Brendel, William O'Neal, Muzzy Marcellino, Louella Parsons and Ted Fiorito's orchestra. The one-hour program is scheduled to originate in Hollywood and will be heard Fridays, 9:30-10:30 p. m., EST. F. Wallis Armstrong Co., Philadelphia, handles the account, for which it has engaged J. P. McEvoy to write the scripts.

It is estimated that 20,000 candidates took part in the local auditions. The 12 selected for the New York finals, which will be judged by a board including Kate Smith, Frank Crumit and Julia Sanderson, are: First zone, New York, Vera Van, of New York, auditioned at WABC; second zone, Boston, Alice O'Leary, Medford, Mass.; third zone, Pittsburgh, Betty Brunn, Columbus; fourth zone, Washington, Helen Ault, woman announcer of WJSV, Washington; fifth zone, Atlanta, Margaret Chesick, of WBT, Charlotte; sixth zone, Chicago, Rowene Williams, Chicago; seventh zone, St. Louis, Doris Shumate, KMOX artist; eighth zone, Dallas, Ludi Mai, KRLD artist; ninth zone, Denver, Zella Sexton, KLZ, artist; tenth zone, San Francisco, Betty Kelly, San Francisco, a network artist; eleventh zone, Seattle, Irene Barclay, auditioned at KOL, and twelgth zone, Montreal, Dell Adams, of CKLW, Windsor-Detroit.

UP TO 250 stations may be used by Oldsmobile in its new series of 1-minute dramatized transcription announcements produced by World Broadcasting System and handled by J. H. Neebe Co., Detroit agency.

Eastern Station[s] Are Signed by AB[S]

Network of Fourteen Statio[ns] Planned in September

AMERICAN Broadcasting Syste[m] the new major market netwo[rk] being launched under the directi[on] of George B. Storer, president [of] WMCA, New York, and operat[or] of three other stations, became [an] actuality this month with the co[m]summation of contracts with fo[ur] Eastern stations which for seve[ral] months have been affiliated w[ith] it on a non-contractual basis. T[he] stations are WOL, Washingto[n] WIP, Philadelphia; WCBM, Ba[l]timore, and WDEL, Wilmingto[n].

Operation in 14 cities in the Ea[st] and Middlewest during Septembe[r] covering 12 of the "foremost ma[r]kets," is the plan of the netwo[rk] it was declared Aug. 11. Info[r]mation regarding rates and th[e] identity of the additional statio[ns] is still being withheld pending th[e] formal signing of contracts wi[th] the additional stations. The ra[tes] however, it was said, will be su[b]stantially below those offered b[y] the major networks for the sa[me] markets.

Reaction from agencies, it wa[s] declared, has been highly favo[r]able, and a number of accoun[ts] were said to be aligned once th[e] basic network begins operatio[ns] WMCA will be the key, and th[e] plan is to use A. T. & T. lines t[o] the West. The eastern segme[nt] of the network has been usi[ng] Western Union circuits.

Meanwhile, additional personn[el] appointments have been announce[d] by Mr. Storer. Gene Stafford o[n] Aug. 9 was named manager of pro[duction] and studios of ABS. For[merly] director of programs and productions of WMCA, he also wi[ll] be in charge of announcers for the network. Hampton G. Wall, To[ledo] attorney, has been named general counsel of the network. He has been a member of the law firm of Fraser, Hiett, Wall and Effler of Toledo, which firm he leaves to establish his office in New York.

Philip F. Whitten, sales manager of WINS, New York, has been appointed sales director of WMCA by Mr. Storer, succeeding J. Leslie Fox, who resigned and now functions in a similar capacity at WGAR, Cleveland. Mr. Whitten entered radio in 1931 as an account executive for CBS.

Henry Hayward Named CBS Program Director

HENRY P. HAYWARD was appointed director of the commercial program department of CBS, Aug. 9, succeeding Julien Field, who resigned the same day to resume his connection with the Joseph Katz agency's New York office.

Hayward has been associated with the building and production of commercial programs at CBS for almost five years. Born in Media, Pa., he was educated at Mount Hermon, Mass., and studied for the ministry before going into show business in Florida. In 1929 he worked on the Grigsby-Grunow Company's "Majestic Theatre of the Air," and early in 1930 joined CBS. He has produced many of the network's outstanding programs.

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick, *General Manager* — L. I. "Jake" Jaquier, *Commercial Manager*

INDIANAPOLIS, INDIANA

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

On the question HOW TO SELL IOWA BY RADIO

this letter throws the light of successful experience. Only one station in Iowa—WOC-WHO—carried the Jimmy Allen programs, and "did a remarkable job for SKELLY."

SKELLY OIL COMPANY
MARKETING DEPARTMENT
KANSAS CITY, MO.

July 11, 1934

C. E. BALL
ADVERTISING MANAGER

Central Broadcasting System,
Radio Station WEO-WOC,
Des Moines, Iowa.

Gentlemen:

The second annual Jimmie Allen Model Plane Contests have been held in the past two weeks in the eleven major cities of the middle-west in which we have distribution, and as you know, were attended by large crowds. In Des Moines between twelve and fifteen thousand people attended this model plane contest on Sunday, July first. I want to express our appreciation for the splendid cooperation which your organization gave us in promoting and conducting this meet. Your help in securing suitable prizes, arranging for the playground Association Band and other entertainment played a very important part in making this contest a success.

We have just totaled our membership figures for the Jimmie Allen Flying Club, and you will be interested to know that in Iowa, which territory we use your station to cover, our average membership per outlet for the whole state is over two hundred. In the city of Des Moines, in spite of our very limited distribution, we have about 6500 members.

We have stations in less than one-fourth the cities and towns in Iowa, yet our total membership in the state is over 60,000. Because of our limited distribution in some of the larger cities and the fact that many of the towns where we do have distribution are less than two or three hundred in population, we think that these figures testify to the remarkable coverage which you give us in Iowa.

Please definitely reserve for us a six months schedule, beginning October first. The Air Adventures of Jimmie Allen" has been so successful in increasing our sales that we are going to resume broadcasting this program beginning that date.

Cordially,
SKELLY OIL COMPANY
C. E. Ball.
C. E. Ball,
Advertising Manager.

22:6

Snapping an airport crowd is like photographing a parade—the camera can see only so much at once. It took two "shots" to get this picture, and that includes less than a third of the 15,000 crowd which lined the airport-rail for the Skelly contest.

And REMEMBER, PLEASE, that Iowa has never concentrated its consumers in one or two large centers. Des Moines, home of WOC-WHO, is Iowa's largest city, but it has less than 6% of the state's population (1930 census). To sell Iowa, you must cover it. One radio station—and only one—has the power to do the job—

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

CENTRAL BROADCASTING COMPANY

J. O. Maland, Manager DES MOINES, IOWA *Phone: 3-4872*

Representatives—Free & Sleininger, Inc.

NEW YORK
Chrysler Bldg.
Murray Hill 2-3030

CHICAGO
180 N. Michigan Ave.
Franklin 6373

DENVER
Charles Building
Keystone 6028

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
Chamber of Commerce Bldg.
Richmond 6184

SEATTLE
Stuart Building
Elliott 6662

Movies Join Fight On Copyright Fees

Atmosphere Tense as Decision Of U. S. Agency is Awaited

A TENSE atmosphere hovers over the music copyright situation as a half dozen major industries prepare to unite against the allegedly extortionate royalty demands of the American Society of Composers, Authors & Publishers. At the moment all eyes are turned to the Department of Justice, which is putting the finishing touches on its exhaustive investigation of ASCAP to determine whether it shall file a suit for dissolution of the combine as an illegal monopoly in restraint of trade.

While word from the department was not forthcoming, the general belief is that suit will be filed before fall is far along. The third and final year of the ASCAP broadcasting contracts, which the industry accepted "under duress," becomes effective Sept. 1, at which time the royalty increases from 4 to 5 per cent of gross receipts of stations.

Movies Are Aroused

A COMBINATION of factors, following the disclosure at the NRA music publishers code hearing last month that few of the big publishers have renewed their ASCAP contracts for performing rights, gives rise to the belief that the ASCAP is nearing dissolution. Among the groups which apparently have decided to support the broadcasters in their fight against ASCAP are the Motion Picture Exhibitors, Motion Picture Producers and American Hotel Association. Each has a specific complaint against ASCAP because of increased royalty demands.

The motion picture industry was aroused ten days ago when Gene Buck, ASCAP president, announced that beginning Oct. 1, license fees to "de luxe" motion picture houses would be raised from ten cents per seat per year, in effect since 1914, to royalties or fees equivalent to the gross receipts of a single capacity performance paying highest prevailing admission prices. Thus, it is figured, a 6,000-seat theater with a top admission price of $1.65 will be asked to pay $9,000 a year, instead of $600 as at present. The small neighborhood house playing fewer than seven performances a week and operating fewer than seven days will continue to pay the old license fee.

It was after this pronouncement that the motion picture industry sprung into action. It is understood that it also contemplates court action similar to that taken by broadcasting industry, which now has a test case pending in the Federal District Court for Southern New York, seeking dissolution of ASCAP. An appeal also has been made to the Department of Justice, which follows the line of the complaints of the NAB to both the Justice Department and the Federal Trade Commission.

At the same time the motion picture producers are said to be planning an offensive against the Song Writers Protective Association, made up of composer members of ASCAP. So far there has been no action on the part of transcription companies against the Music Publishers Frotective Association, although they have complained bitterly about excessive charges for recording ASCAP music.

Publishers Conflict Widens

THE AMERICAN Hotel Association, which at its convention this year resolved to take action seeking new legislation on copyright and to end the reign of ASCAP, has proceeded toward organization of state legislative committees to further this campaign. This is also in line with the NAB method of operation inaugurated two years ago. The motion picture groups likewise have declared themselves ready to join a movement for corrective legislation at the next session.

Meanwhile, the conflict between standard music publishers and popular music publisher members of ASCAP continues to grow. The music publishers' committee status before NRA is unchanged following the stormy hearing July 26 at which standard publishers openly admitted that they had not renewed their ASCAP contracts and wanted performing rights organizations included in the proposed code since they might be in the business of licensing their own music for performance when their ASCAP contracts expire next year. At NRA it was said that before any further action is taken the record of the hearing must be analyzed.

A New York story, apparently emanating from ASCAP headquarters, that the NAB and ASCAP had agreed to a plan whereby royalties on copyrighted music would be paid directly by the program sponsor beginning next year, when the current radio contracts expire, was denied authoritatively. The NAB has not made an agreement of any character with ASCAP to take effect after the current contracts expire, it was stated. This story, it appears, apparently was inspired by ASCAP with the purpose of swaying radio advertisers to the belief that the broadcasters were conniving to increase radio time costs.

ENDURANCE RECORD
For Station Managers Claimed By WEEI Executives

CHARLES W. BURTON and Lewis S. Whitcomb, manager and assistant manager, respectively, of WEEI, Boston, on Aug. 8 observed the tenth anniversary of joining the Edison Electric Illuminating Co., Boston, as heads of the broadcasting department. Station managers have come and gone in the Boston area, but Burton and Whitcomb hold the endurance record by several years.

In the summer of 1924 Burton was radio editor of the *Boston Herald*, and Whitcomb held a similar position with the *Boston Post*. They applied simultaneously for a publicity job with the company's station, then under construction. To their surprise they were hired, not as publicity men, but as head men. Each had conducted a daily column in which he found considerable fault with programs. They were told to go ahead and put into effect the improvements they had been howling for. Also, they were told to make WEEI a paying proposition. In those days black figures and radio stations weren't on speaking terms.

With the support of the late Charles L. Edgar, president of the company, and Joseph B. Groce, in charge of public relations, they did.

Agencies Buy Discs

LORD & THOMAS and N. W. Ayer & Sons have purchased territorial rights for sponsors for "The Hi-Hilarities," a new MacGregor & Sollie transcribed production made in San Francisco. Other MacGregor & Sollie programs produced for sponsors during the last few months are "The Black Ghost" for Crazy Water Crystals; Tom Coakley's orchestra for Hills Bros. coffee, handled by N. W. Ayer; and "The Sego Milky Way" for Sego Milk, handled by Botsford, Constantine & Gardner.

Illness Defers Armand

THE ILLNESS of Carl Weeks, president of the Armand Co., Des Moines (cosmetics), who also takes the lead in its "House of Armand" transcriptions on 17 stations, has caused a postponement of the series until Mr. Weeks can go to New York to make additional transcriptions at the World Broadcasting System studios. Reincke, Younggreen, Ellis & Finn, Chicago, handles the account.

WINS

Now 1000 watts—definite Metropolitan coverage

NEW YORK CITY

"The station with millions of friends"

1. EXPERIENCE . . . *We've got it*
2. PERSONALITIES . . . *Meet 'em*
3. PROGRAMS . . . *That click*
4. FEATURES . . . *The town's talking*
5. TALENT . . . *Galore*
6. MARKET . . . *World's wealthiest*

IT WILL PAY ADVERTISERS TO INVESTIGATE RATES

R. L. Ferguson, Director — 114 E. 58th St. N. Y. C.

Two markets for the price of one—TACOMA-SEATTLE

KVI

TACOMA, WASHINGTON

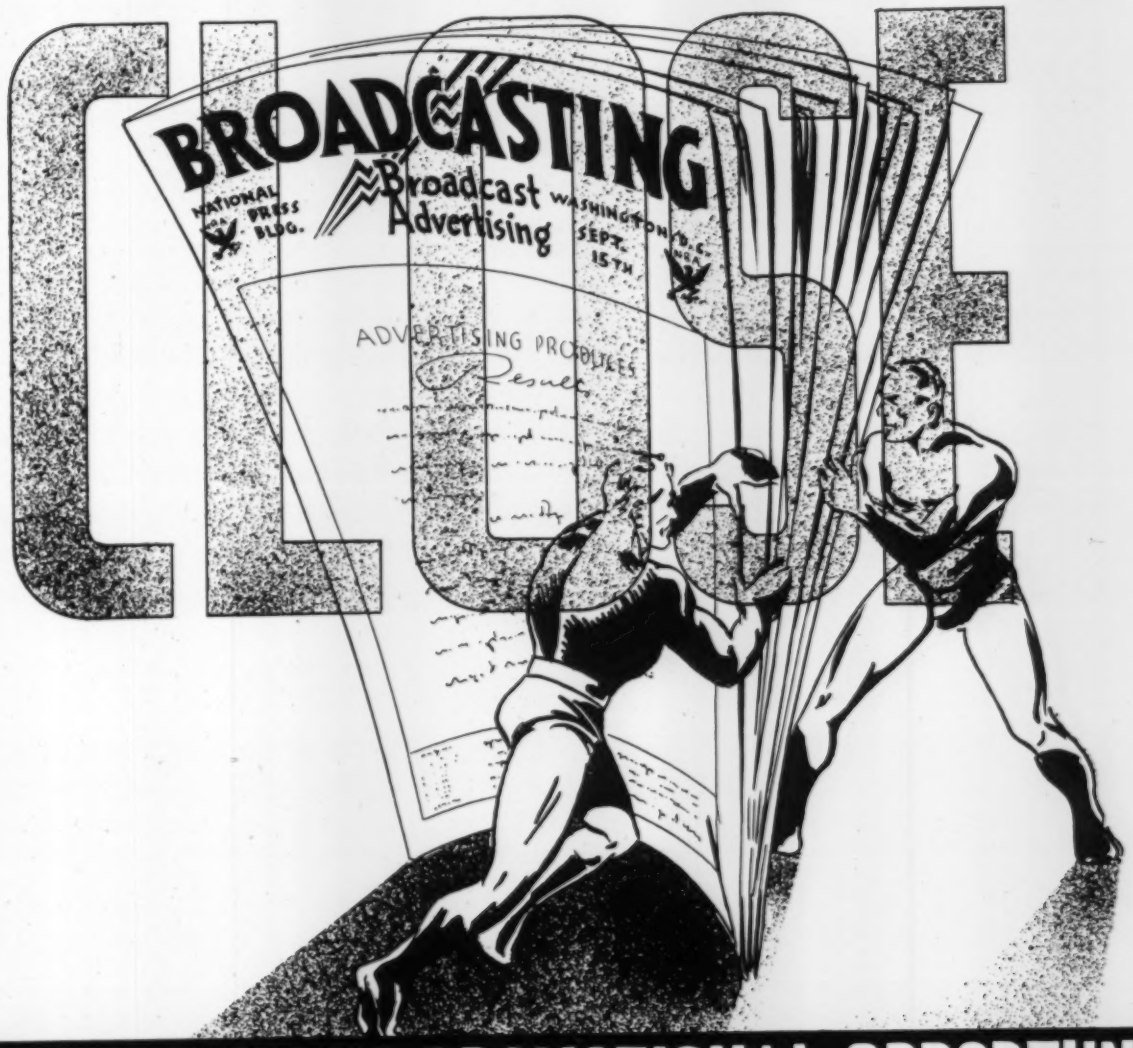
Puget Sound Broadcasting Company INCORPORATED

1000 WATTS 570 KC.

FULL COLUMBIA NETWORK STATION

LAST FORMS

NAB CONVENTION ISSUE *September 15th*



YOUR OUTSTANDING PROMOTIONAL OPPORTUNITY

SEPTEMBER 4th

LOOK WHO'S HERE!!

MICHIGAN'S NEW STATION

WJIM

LANSING

THE CAPITOL CITY

Located in the Heart of Central Michigan -- Completely Covering The Mid-State Area.

OPENING BROADCAST, AUGUST 20th

UNLIMITED TIME ON 1210 KILOCYCLES

WJIM

CAPITOL CITY BROADCASTING CO.

LANSING, MICH.

MICHIGAN RADIO NETWORK AFFILIATE

FHA is Preparing To Solicit Sponsors

Commercial Program Listings Asked in Housing Drive

AS PART of its campaign to bring about modernization and improvement of homes, the Federal Housing Administration is relying heavily upon radio program sponsors. On Aug. 6 it asked all stations to furnish a list of all commercially sponsored programs of 15 minutes or more duration.

Signed by Louis J. Alber, chief of the radio bureau of the FHA, the letter said "radio and radio advertising offers one of the most effective mediums for carrying on our nation-wide campaign." The FHA, he added, proposes to follow through with these lists and to encourage sponsors to aid in the modernization program. The letter follows in full text:

The new Federal Housing Administration is entering upon its nation-wide campaign for home improvement and modernization. Its central aim is to make home financing, on reasonable terms to the borrower, immediately and permanently safe and attractive for private capital.

It is confidently expected that the measures of the Federal Housing Administration will free credit, inject new life into a basic industry and relieve unemployment. Its effects will be extensive, reaching throughout the industrial world.

Radio and radio advertising offers one of the most effective mediums for carrying on our nation-wide campaign. At the present time we are engaged in compiling a list of all commercially sponsored broadcast programs with a view of encouraging the sponsor to aid the modernization and improvement program.

Your cooperation in furnishing us this list will be invaluable. We wish to record all advetising programs of fifteen minutes or more in length. It would lighten our task if building and allied industry programs were listed separately.

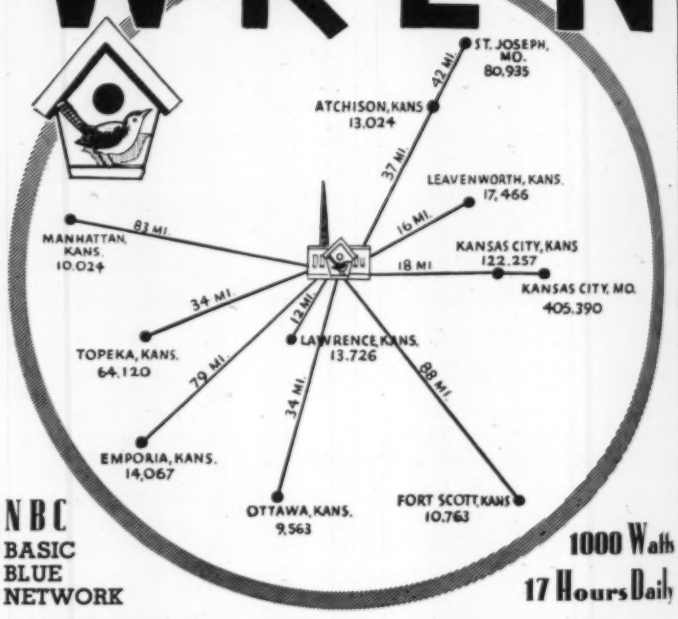
It is our hope that through your cooperation, the new Housing program will be launched as rapidly as possible to aid distressed industry.

Your cooperation will facilitate the launching of the Housing program and I, therefore, trust that you will send us this information as soon as possible.

Now WTCN, Minneapolis

WTCN is the call to be used henceforth by the Minneapolis-St. Paul station formerly known as WHRM which was acquired recently by the *St. Paul Pioneer Press-Dispatch* and the *Minneapolis Journal*. The letters TCN denote "Twin City Newspapers," the two publishing concerns having joined in the purchase of the station which is managed by Earl D. Jencks and represented by Free & Sleininger.

WREN



NBC BASIC BLUE NETWORK

1000 Watts

17 Hours Daily

BROADCASTING *to* 11 CITIES *with a* COMBINED POPULATION *of* 761,535, WITHIN A RADIUS OF 100 MILES, AT THE LOWEST COST OF ANY ADVERTISING MEDIUM

VERNON H. SMITH
Manager

Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

WREN

GREIG, BLAIR & SPIGHT, Inc.
N'tl Representatives
NEW YORK-CHICAGO
SAN FRANCISCO
LOS ANGELES

ADVERTISERS' CHOICE

in the
WASHINGTON
Market

WRC
AND
WMAL

During the first five months of 1934, 120 local and 130 network advertisers choose WRC and WMAL to broadcast their sales messages. Use these two NBC stations for effective, economical, resultful coverage of the Washington, D. C. retail market.

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK ★ WASHINGTON — CHICAGO ★ SAN FRANCISCO
WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO, KGO & KYA

SALES REPRESENTATIVES AT

BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY PITTSBURGH • KDKA
CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA SEATTLE • KJR

A RADIO CORPORATION OF AMERICA SUBSIDIARY

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. C. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Advertising's Best Buy

IF ANY DOUBT ever existed about radio as an advertising buy, it certainly is dissipated by the Association of National Advertisers in its analysis of the trend of media rates in relation to circulation and cost of commodities. That analysis, reviewed in this issue, tells eloquently in facts and figures that radio time represents a better buy than newspapers or magazines when rate and "circulation" are taken into account.

The ANA survey answers many questions. It tells its own story as to why desirable radio time is at a premium this fall; why advertisers who heretofore scorned daytime and summer programs are flocking to the air, and why national advertisers are constantly bickering with the printed media about circulation. It also throws new light on what Edgar Kobak, chairman of the Advertising Federation of America, meant when he told the NAB commercial section a few weeks ago that radio has "something big" but that it didn't know how to sell it.

Publishers' ears must be burning from the chastisement they take from ANA for bloating circulations artificially as a means of keeping rates up. All of the ANA criticism was directed against printed media; radio was significantly free from criticism.

Obviously, the survey placed the ANA in an awkward position. Here were the newspapers and magazines showing decreased circulation, in spite of their "forcing methods," while the cost of reaching this circulation increased. Radio, on the other hand, showed a 50 per cent increase in "circulation" from 1929 to 1933, the period under survey, but the cost of reaching per 1,000 families decreased 10 per cent!

ANA, as the trade association for national advertisers, has the task of keeping media rates in line. It could not say, in so many words, that radio alone has proved a good buy during and since the depression. But the figures certainly tell the story.

Weathering a Strike

WHEN A SHOWDOWN came on the allegedly inaccurate news reports broadcast during the recent San Francisco strike, the source of that news was disclosed as the press affiliates of radio stations and networks themselves! What a complete answer to the pious *Editor & Publisher*, which again took occasion to lambast radio for its part in newscasting the strike developments. The facts of the situation disclose that radio for the most part handled the strike news legitimately and accurately; that the few mistakes that occurred were natural ones in the great confusion, and were made by the newspapers and radio alike; and that the errors in the reports caused no real trouble either to the public or those handling the strike situation. In fact, radio, being the speediest of all news mediums, scored some notable scoops during the event.

Another thing the strike proved to radio executives: that union musicians who joined the general walkout are not indispensable. The fact is they saved the stations and networks considerable money at no loss of program quality. Local and network shows and transcriptions readily filled the bill during the three or four days the musicians were out. Not one radio station had to shut down throughout the turmoil, and the few suspensions of commercial accounts were quickly regained.

Facts Will Prevail

COMMERCIAL broadcasting gets another day in court beginning October 1 before the Broadcast Division of the FCC. Then hearings will open in compliance with the Congressional mandate that the FCC study proposals that Congress allocate fixed percentages of broadcasting facilities to so-called nonprofit organizations, meaning the religious, educational, and labor groups which have been sniping at Radio by the American Plan for several years.

Such a study is welcomed by broadcasters and their clients alike, because it brings a clear-cut issue into the open. Up to this time these adversaries have used the back-door method, loosing streams of propaganda far more difficult to combat.

It is upon the record of the October hearings that the Broadcast Division will base its report and recommendation to Congress. At those hearings, the reformers may be expected to blast forth with their usual vitriolic condemnations of commercial radio. When sifted down, their high-sounding, awe-inspiring phrases will show little factual data to warrant a Congressional move that would wreck the broadcasting system that is now providing the American people with what is admittedly the finest broadcasting service in the world.

The broadcasting industry can present its case with facts, based on tested service. The NAB, as the industry clearing house, should be afforded every assistance by all radio executives. The records will show that more educational and religious material is presented better and more effectively over existing stations than ever could be offered through purely class stations. Moreover, internal strife inevitably would result from the allocation of facilities to particular denominations or creeds, or to particular groups in the educational field. Petty conflicts which repeatedly have arisen in these ranks should be sufficient forewarning on that score.

The RADIO BOOK SHELF

TWO MORE booklets on radio, a second edition of *Broadcasting Abroad* and a pamphlet titled *The Future of Radio and Educational Broadcasting*, have just come from the University of Chicago Press under the imprint of the National Advisory Council on Radio in Education, whose director is Levering Tyson. Both reveal an earnest effort to make available real and valuable information regarding radio, with particular emphasis on its educational possibilities. *Broadcasting Abroad* summarizes each of the radio systems of the various countries of the world, the data being supplied by the International Radio Union at Geneva, and has a chapter on trends in radio education in foreign countries. The other pamphlet carries Mr. Tyson's recent talk on "Where is Radio Heading?" before the Ohio Radio Institute, and a paper on "Achievements of Educational Radio" by Miss Judith Waller, midwest division education director of NBC.

HOW Southern broadcasting stations have cooperated whole-heartedly with the Salvation Army, carrying 746 broadcasts for a total of 288 hours during the last year, is recounted in the August 4 edition of *War Cry* by Adjutant Vincent Cunningham. Stations listed as giving generously of their time are: Texas—KGFI, KPRC, KTRH, KDFM, KFYO, KFJZ, WBAP, and WACO; Virginia—WLVA, WBTM, WDBJ, and WGH; Oklahoma—KVOO, WBBC, KFGG, and KASA; Georgia—WSB, WGST, WJTL, WTFI, WRBL, WKEU, and WRDW; South Carolina—WIS, WRDW, and WSPA; West Virginia—WMMN, WSAZ, and WHIS; Florida—WQAM and WCOA; Mississippi—WJDX and WCOC; Maryland—WJEJ; Arkansas—KFPW and KLRA; Tennessee—WOPI; District of Columbia—WJSV.

THE FUNDAMENTAL difference between the American and British systems of broadcasting is that American radio officials give the country what they think the country wants while British give the country what they think it needs to hear, declares Stanley High, noted churchman and editor, in a series of articles in the *Literary Digest* starting July 28. He believes the American people would not submit to the British system, although he decries what he calls the lack of real government control over radio here.

EDITED by Tracy F. Tyler, secretary and research director of the National Committee on Education by Radio, the proceedings of the National Conference on "The Use of Radio as a Cultural Agency in a Democracy," held in Washington last May, have been published in a 150-page book carrying a verbatim and well-indexed report of all the speeches and discussions.

We Pay Our Respects To—

HARRY LEITH STONE

LIKE MANY another broadcasting executive, Harry Leith Stone rose from the ranks of the youthful tinkers of wireless. Always mechanically inclined, he was working as a machinist for a big railroad in 1920 when it decided to install a spark transmitter for communicating with remote points. That awakened an interest in the technical side of radio that he has maintained to this day, although his job as general manager of WSM, Nashville, entails more commercial than technical duties.

Harry Stone heads a 50,000-watt station, one of the best heard clear channel outlets in the country, which maintains one of the largest local staffs of any single station in America. Altogether, his executive, office and artist staff numbers 150 persons. Included are some of the best known figures in their respective fields of broadcasting: Harben Daniel, sales and merchandising manager; George D. ("The Solemn Old Judge") Hay, publicity director; Alvin Masten, musical director; Jack DeWitt, chief engineer; and "Tiny" Stowe and Jack Harris, continuity.

Born in Jacksonville, Fla., February 14, 1898, Harry Stone lived in Georgia and North Carolina his first ten years and then moved with his family to Nashville. The fact that his father had a machine shop gave him the edge over the other boys who with him began tinkering with the new-fangled wireless that was attracting so many amateurs before the war. He began building receiving sets, very crude appliances to be sure, but with his companions enjoyed the thrill of pulling dots and dashes and then some squeaky voices out of the magical ether.

From the Nashville public and high schools he entered Vanderbilt University, intending to become an engineer. Enlisting with the Vanderbilt contingent in 1917, he was assigned to the Aberdeen Proving Ground in Maryland because of his mechanical aptitude. After the war he joined the engineering staff of the N. C. & St. L. R.R., where he remained until 1922.

When in 1921 KDKA began to broadcast from Pittsburgh and "the boys" began pulling in its signals on cat-whisker sets, Harry Stone and a few of his companions decided to install a 100-watt transmitter in the basement of the First Baptist Church in Nashville. It was duly licensed as WCBQ, Nashville's first broadcasting station. Then he decided to open a radio store, and WCBQ became WBAW. Harry Stone was Nashville's first broadcaster.

Between running the radio store and announcing for the station, much midnight oil was consumed, with the result that grey very soon began to show in spots. According to Stone, this was a perfect set-up while it lasted. Demonstrations of new receivers were arranged to coincide with the time WBAW was on the air. Oftentimes the particular music the prospect liked was arranged. On more than one occasion a phone call to the operator put the station on the air for a few minutes and helped close the sale of a radio.

The growth of broadcasting, however, finally forced abandonment of the store. Commercial radio had begun, and one of the very first contracts was with the Maxwell House Coffee Co., then with Cheek-Neal Coffee Co., which was the first radio advertising of a product that was later to become one of radios biggest accounts.

Harry Stone likes to think back over the high spots of these early years when the broadcasting of the Shenandoah disaster was talked of for days; when a report on reception of the station from Dundee, Scotland, was laughed at until final confirmation was received; when discovery was made that phonograph records could be broadcast right from the pickup instead of through a microphone, and how every effort was made to keep this a secret.

In those days, James ("Jimmy") Melton was a saxophone player in Nashville, and Stone talked with him on several occasions about his proposed ambitions to break into New York. Irene Beasley was a Memphis school teacher who would be "imported" from Memphis to appear on important programs.

(*Continued on page* 38)

PERSONAL NOTES

M. A. HOWLETT, former president and general manager of WHK, Cleveland, left that station July 27. He planned a short vacation preparatory to establishing in New York as head of the International Bible Students, the Judge Rutherford organization. The staff of WHK presented him with a leather traveling bag as a parting token.

COL. THAD H. BROWN, vice chairman of the FCC Broadcast Division, Mrs. Brown and their son, Thad, Jr., leave Washington Aug. 15 for Swampscott, Mass., where they will vacation until after Labor Day. Thad, Jr., has just been graduated from prep school and will enter Princeton University in the fall.

JOHN T. VORPE, formerly with the Humphrey-Meredith and Hubbell advertising agencies, who for the last two years has been in the continuity department of WHK, Cleveland, has been promoted to program planning and production manager by H. K. Carpenter, new WHK manager. Mr. Vorpe has been in radio since 1923 when he was connected with the Willard Storage Battery Co., then operator of WTAM. His father, W. G. Vorpe is feature editor of the *Cleveland Plain-Dealer*, which operates both WHK and WAIU, Columbus.

HARRY HOESSLY, executive of WAIU, Columbus, O., before the station was sold by the American Insurance Union last year to the interests operating WHK, Cleveland, has been named manager of WHK. He succeeds Eric Howlett, who has returned to WHK as program manager. Both stations are controlled by the *Cleveland Plain-Dealer*.

L. B. WILSON, president of WCKY, Cincinnati, has returned to his office after a vacation in Miami, Fla. Carl Fritz, general manager of WSUN, St. Petersburg, Fla., and his family were guests recently of Mr. Wilson at WCKY during a stop-over en route north.

CHARLES G. BURKE, commercial manager of WDAY, Fargo, N. D., and Mrs. Burke are parents of a daughter, Rosemary Ellen, born in July.

WILLIAM S. PALEY, CBS president, returned from California Aug. 7. Edward Klauber, CBS executive president, left New York Aug. 8 for a vacation of several weeks in Maine.

FRED J. HART, former operator of KQW, San Jose, Cal., which he recently sold to Ralph Brunton, has gone to Hawaii to become manager of KGMB, Honolulu.

E. P. H. JAMES, sales promotion manager of NBC, is spending his vacation in London, visiting with his parents, who reside there. He expects to return in latter August.

W. L. HOPPES, manager of the broadcasting department of Electrical Research Products, Inc., has completed his summer home, Skytop Lodge, near Old Lyme, Conn.

BERNARD MOSS has joined the sales staff of Radio Release, Ltd., Hollywood transcription producers.

W. A. RICHARDS, manager of WIND, Gary, Ind., on Sept. 9 observes his eleventh year in radio, having started with Charles Erbstein on the old WTAS.

RAY LANG, formerly of the sales and announcing staff of KTAT, Fort Worth, has been promoted to manager. Frank Stewart of the KTAT staff was married in July to Miss B. McElroy, of El Paso.

H. L. SHELLINGLAW, for years resident manager for the Earle C. Anthony automobile interests in Los Angeles, early in August was appointed assistant manager of KFI-KECA, also owned by Mr. Anthony.

A. A. SCHECHTER, news editor of NBC in New York, was on the Pacific coast early in August to check on the news broadcasting situation. After conferences with Lloyd Yoder, press relations manager, and Don Gilman, network vice president, in San Francisco, he proceeded to Los Angeles in company with Mr. Yoder.

JOHN HARRINGTON, announcer and sports commentator of WGN, Chicago, will go to KWK, St. Louis, to become assistant manager and program director, effective Aug. 18.

JOHN M. HENRY, manager of KOIL, Omaha-Council Bluffs, and Mrs. Henry, are parents of a son, Patrick Henry, born July 26.

GUY EARL and Naylor Rogers, president and general manager respectively of KNX, Hollywood, plan to leave late in August for Atlantic coast points, going to the NAB convention at Cincinnati on the return trip.

AMONG RADIO executives visiting KFRC, San Francisco, during early August were: Norman McLaughlin, manager, KERN, Bakersfield; George Ross, production manager, KWG, Stockton; E. G. Craney, manager, KGIR, Butte; Norman Storm, sales manager KOL, Seattle, and Bob Trout, presidential announcer for CBS in Washington.

BEHIND THE MICROPHONE

WALTER PRESTON, program manager of WBBM and the Chicago division of CBS for several years, and Artists bureau manager for the last few months, has resigned. Preston has made no statement as to his future plans, though it was indicated he was negotiating with a station outside of Chicago for an executive position. Holland Engle took over the duties of program manager when Preston was put in charge of the Artists bureau.

M. SCOTT WEAKLEY has resigned as assistant manager of WCLO, Janesville, Wis., to become production manager of KROW, Oakland, Cal.

TOM PARADINO, formerly with WLWL, New York, and Charles Pearson, former bass soloist of the NBC, have joined the announcing staff of WTIC, Hartford.

LEE EVERETT, former program director of WBT, Charlotte, N. C., on Aug. 13 joined WJSV, Washington, as production director, succeeding Al Chance, resigned. He has been succeeded at WBT by Charles Crutchfield, promoted from the announcing staff.

HARRY SULLIVAN, formerly with WHAS, Louisville, has joined the publicity staff of WAVE, Louisville.

BURT BLACKWELL, of the staff of WAVE, Louisville, spent two weeks in July at the NBC studios in Radio City, New York, studying broadcasting methods and as guest announcer.

JACK MURPHY, formerly with KYA, San Francisco, has joined KQW, San Jose, Cal., as an announcer.

GENE CLARK, announcer at KJBS, San Francisco, and Mrs. Clark are parents of an 8-pound son, born July 11.

HARVEY SMITH, former announcer for WDEL, Wilmington, Del., has resigned to accept a position with an oil company.

KENNETH CARNEY has transferred from the production department of NBC, San Francisco, to the network headquarters on the RKO lot in Hollywood. He is the second to be sent to Hollywood within two months, Cecil Underwood having transferred as chief producer.

GRACE KANE, former office secretary for the Thomas Lee Artists Bureau (KHJ), Los Angeles, late in July joined the administrative staff of KMTR, Hollywood.

HERE'S A SURVEY FREE FROM ~~BUK~~ excuse us! BIAS!

Printed on one 8½″x11″ sheet, this stupendous, colossal survey tells how six impartial investigators telephoned six large groups of consumers, asking "what station are you listening to now?".... It shows that WAVE gets about 45% of the audience.... To cover *our* 45%, you pay *x* dollars. To get the *other* 55%, you pay 2*x* dollars.... Shall we send you the survey? N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS... 940 K.C.

JEAN VINCENT PLUMELET, associated with the NBC Pacific Coast network for several years, and a former stage and motion picture actor, is a recent addition to the announcing staff of WINS, New York. He will use the first two names on the air.

JAMES STRAIN, in radio drama work in Los Angeles the last year, has taken his first announcing position at KTM, Los Angeles.

KEN CARNEY, of the NBC production department in San Francisco, early in August was transferred to the Hollywood studios as an assistant producer temporarily. He will assist Cecil Underwood, who was shifted from San Francisco to Hollywood several months ago.

RUSS JOHNSTON, announcer of KFAC, Los Angeles, has resigned to do free lance work.

REGINALD ALLEN, who joined WDNC, Durham, N. C., two months ago as announcer and production man, has been promoted program director, succeeding Bob Stanton.

GEORGE ROOSEN, for the last two years announcer, production man and continuity writer of WCAO, Baltimore, has joined the continuity staff of WLW, Cincinnati.

BILLY SANDIFORD, announcer of the "Oregon on Parade" series from KOIN, Portland, Ore., and Robert Haines, KOIN staff artist, have returned from a vacation in Mexico. KOIN also reports the forthcoming marriage of Geraldine France, staff pianist, to Gail Young, member of the KOIN "Rogues Quartet."

ART GILHAM has been signed by KMOX, St. Louis, for a thrice weekly series sponsored by the National Toilet Co., Paris, Ky. (Nadinola face powder).

BOB THOMPSON, formerly with WACO, Baltimore, who joined WBNS, Columbus, O., as announcer last fall, has been named program director.

KWK

NOW OPERATING
2500 WATTS
(Day-Time)

ASSURES ITS CLIENTS GREATER COVERAGE AT NO GREATER RATE

No Changes in Personnel

Representatives
GREIG BLAIR & SPIGHT, INC.
THOMAS PATRICK, INC.
Hotel Chase St. Louis, Mo.

WFBG Executive Triumverate

WFBG, Altoona, Pa., on Aug. 24 celebrates its tenth anniversary. Coincidentally, Roy F. Thompson, manager since the station's opening, announced a reorganization of his staff. In this picture are, left to right, the executive staff comprising Kenneth C. Sink, commercial manager and newscaster; John M. Snyder, program director, and Mr. Thompson. Others named to the staff are Edward Sweet, announcer and entertainer; James Moffatt, chief operator, and Harold Hiner, assistant operator.

JOE ALLEN, formerly on the *South Bend* (Ind.) *Tribune*, has replaced Tom Fizdale in the Chicago NBC press department. Allen was formerly in the Springfield and Chicago bureaus of the Associated Press. A. J. Koelker of Ames, Ia., will replace Jerome J. Henry handling agricultural publicity for NBC in Chicago. Henry will go with the National Fertilizer Association in Washington, D. C.

JOHN KENNEDY, announcer of KFI, Los Angeles, spent July in Honolulu on vacation and announced President Roosevelt on a KGU program from the islands.

TOM HANLON, of the announcing staff at KFI and KECA, Los Angeles, takes the part of a radio announcer in Universal's "Gift of Gab" which features Gloria Stewart.

EARL LaVERE, who has appeared on the stage throughout the country for many years on RKO, Publix, and Loew's circuits, has joined WINS, New York, in charge of the Artists' Bureau.

ERNEST F. OLIVER, for the last year an announcer on the staff of WESG, Elmira, N. Y., has been promoted to program director, according to an announcement Aug. 1 by Dale Taylor, station manager.

MARIE CUCCIA, secretary to John F. Patt, general manager of WGAR, Cleveland, will be married Aug. 22 to Paul Likely, formerly on the WGAR sales staff and now attached to the advertising staff of the *Cleveland Press*.

MISS LOREE PEACOCK, hostess at WBT, Charlottee, N. C., recently became the bride of Claude F. Norman, of Charlotte. She will continue at WBT.

JOHN EUGENE HASTY, production manager for MacGregor & Sollie, San Francisco, was in Hollywood during mid-July for a check on the talent situation, and to line up film celebrities for forthcoming MacGregor & Sollie productions scheduled for fall.

Ohio Shift Hearing

APPLICATIONS of WKBN, Youngstown, O., WAIU, Columbus, and WJAY, Cleveland, for frequency and power shifts under which a new full time station would be placed in Cleveland for joint operation with WHK, controlled by the *Cleveland Plain-Dealer*, have been designated for hearing before the FCC, sitting en banc, on Sept. 24.

IN THE CONTROL ROOM

J. R. POPPELE, chief engineer of WOR, late last month inspected the new 500,000-watt WLW transmitter at Mason, O., as the guest of Joseph A. Chambers, technical supervisor of the Crosley station. He was accompanied by Dexter Purenton, of Voorhees, Gemelin & Walker, New York, architects of WOR's new 50,000-watt plant now being installed at Carteret, N. J.

D. W. KENNEDY, of the San Francisco technical staff of NBC, has been assigned to take charge of the engineering department of the NBC studios on the RKO lot in Hollywood. M. F. Adams has been transferred from Hollywood to San Francisco.

ABRAHAM B. COHEN has joined the engineer staff of WCAU, Philadelphia, as production engineer in charge of amplification and broadcasting from Robin Hood Dell. He was formerly faculty director of the concert and symphony orchestra at Northwestern University and for three years was first violinist with the Boston Civic Symphony Orchestra.

ARTHUR F. WALLIS, former naval communications officer who since 1927 has been with the Tropical Radio Telegraph Co., has been appointed marine superintendent of the Atlantic Division of Mackay Radio & Telegraph Co., succeeding E. J. Girard, who has been named district manager at Washington.

W. H. BELTZ, district manager of the engineering products division of RCA-Victor Co., San Francisco, and Walter Tierney, of the New York engineering division of Western Electric Co., both spent the early part of August in Los Angeles on business trips connected with the transmitting field.

ALDEN PACKARD, formerly a technician of KNTR, Hollywood, has joined KFAC, Los Angeles, in similar capacity.

RAY MORT, chief technician of KGB, San Diego, Cal., and Mrs. Mort are parents of a son, Kenneth Willis, born late in July.

PHILLIPS C. UNDERWOOD, of Muncie, Ind., has joined the technical staff of WLW and WSAI, Cincinnati.

Warning is Issued

A WARNING to radio people that someone representing himself as "John B. Kennedy of Collier's editorial staff" has victimized a writer in an Ohio city by passing a worthless check and may make further attempts, has been issued on behalf of John B. Kennedy, former editor of *Collier's* and now a special news commentator for NBC. The man talks familiarly about well known newspaper and radio people and claims to be writing a series of articles on midwestern cities. He has no connection whatever with the NBC Kennedy.

Dual Operation Extended

EXTENSION until Feb. 1, 1935, of the special temporary authorizations under which WTIC, Hartford; WBAL, Baltimore; KRLD, Dallas, and KTHS, Hot Springs, operate simultaneously on two clear channels formerly shared by the stations, was granted by the FCC July 31. Under the same action, WBAL is authorized to continue its synchronized operation on WJZ's clear wave during certain hours, thus giving three of the stations full time and the fourth virtually full time.

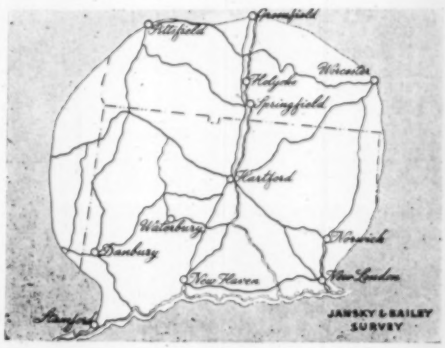
THE DUTCH CONQUEST OF NEW ENGLAND

Call it a triumphal march if you like, or call it peaceful penetration. Certainly, never before has anyone captured a New England radio audience so completely as Christiaan Kriens—Dutch-American composer, conductor and, for the past four years, Director of Music of Station WTIC.

Mr. Kriens—recently honored at Radio City by being invited to conduct his famous composition "In Holland Suite" before 100 good-will messengers sent to America by the Queen of Holland—typifies the distinguished array of talent available at Station WTIC.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far *above* average. Distribution costs are well *under* average—for the area is less than 100 miles square.

Finally, Station WTIC offers the *only* way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.



NEW YORK OFFICE: 220 East 42nd St. J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue. C. C. Weed, Manager

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by the Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES
A prosperous population in a compact market

Facts for Food Advertisers

Potential WTIC Primary Audience	1,580,367
Per Capita Savings Bank Deposits	$600.00
Food Outlets, Retail	9,918
Volume of Business	$237,464,000

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England
and NBC-WEAF Networks

KVOO
COMPLETE N. B. C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

Radio's "Classified Ad" Wins Where Press Fails

THE VALUE of radio as a medium for classified advertising was demonstrated recently by KQW, San Jose. Manager C. L. McCarthy reports that a woman telephoned to him stating that she had advertised in the want ad section of a newspaper for several days for ranch hands. The ad brought no results. She then turned to radio, and after three announcements over KQW got 20 answers and employed two of the applicants.

After the announcement had been made the third time the woman called the station to cancel the announcement as she was being swamped with answers. None of the applicants, she said, had seen her advertisements in the newspaper. Because of this success, Mr. McCarthy is considering a 10 or 15-minute period daily devoted to "classified advertising."

Program Summary

A SUMMARY of the evening's radio program over KHJ, Los Angeles, is sponsored on that station five times a week by Albert F. Samuels Co., retail jewelers, through Will Russell & Co., agency. It is believed to be a new angle for a daily 5-minute air program. The same sponsor has also started a weekly night-time quarter hour over the same station titled "Half Forgotten Americans," with G. Horace Mortimer as narrator. Formerly a New York press agent, Mr. Mortimer recently returned from a year in Tahiti.

The Local Advertiser's preference is the Yardstick that measures the value of any Advertising Medium . . . . . .

CKLW broadcasts more local advertising than any other network station in the Detroit area

Member COLUMBIA Basic Network

CKLW
THE INTERNATIONAL STATION

5,000 Watts
840 Kc.
In the Center of the Dial

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

BROADCAST DON'TS
ABS-WMCA Program Director Broadcasts Advice

BURT McMURTRIE, new director of program operations of the American Broadcasting System-WMCA network, has issued the following list of don'ts to broadcasters:

Don't smoke in the studios.
Don't worry.
Don't change your natural style.
Don't fail to rehearse your show.
Don't touch the microphone.
Don't ad lib.
Don't drink liquor, beer, milk or sour drinks before going on the air.
Don't eat ice cream or a heavy meal within an hour of your broadcast.
Don't go on the air if you don't live up to these don'ts.

WBS Service Subsidiary Organized in Australia

EXPANDING into the Antipodes, World Broadcasting System of Australasia, Ltd., has been formed in Sydney as a subsidiary of the American concern, with A. E. Bennett, well known in Australian radio circles, as the organizer. Mr. Bennett announced that the new concern will promote the use of the World Program Service in Australia and New Zealand. The first station to subscribe is 2GB, Sydney, equipment for the wide range vertical transcriptions being supplied by the Australian division of Western Electric Co. WBS in New York announced that this is the beginning of further expansion into other parts of the world.

Steel Barrels Series

ASSOCIATED Manufacturers of Steel Beer Barrels, New York, in latter July undertook a unique campaign to acquaint the public, the beer dispensers and brewers with the advantages of steel barrels for beer, using 15-minute transcriptions produced by World Broadcasting System on WOR, WGN and KDKA. The program is titled "Kings and Queens of Sport," and features George W. Sutton, Jr., sports authority, with music. Contracts for the account cover 15 weeks and were placed by Fisher, Zealand & Co., New York. The program was arranged by Jesse S. Butcher.

Rescinds Staunton Grant

RESCINDING its previous favorable decision authorizing a new 500-watt daytime station on 550 kc. at Staunton, Va., to use the call WSVA, the FCC July 31 designated this application for hearing because of protests filed by KSD, St. Louis, and WEHC, Charlottesville, Va. The applicant is Marion K. Gilliam, former part owner of WMCA, New York.

HIGHLY popular with Northwest fishermen is the Friday night series of 5-minute talks on fishing conditions in nearby waters being carried by KOIN, Portland, Ore., sponsored by a local hardware concern.

Gary Sees Radio's Liberty Continued

Says Industry Should Regulate Self in Debut Over Air

Mr. Gary

IN HIS microphone debut since becoming a member of the FCC, Hampson Gary, chairman of the Broadcast Division, declared Aug. 7 that radio broadcasting should be maintained as a free American enterprise—"as free as the press." His remarks were carried over a nation wide NBC-WEAF network.

In reply to questions by Martin Codel, publisher of BROADCASTING, Commissioner Gary asserted it was his view that radio "must be guarded zealously against political, religious or education abuses." The interview was the first of a series arranged by NBC in which Mr. Codel will interview the seven members of the FCC.

Sees No Upheaval

MR. GARY reiterated his previously expressed view that there will be no upheaval in broadcasting wrought by the new Commission. He pointed out the Commission has no powers of censorship over what is broadcast, but added that he presumed "our influence will extend somewhat beyond merely saying who shall use that wave length and how."

"American radio, to live," the Commissioner said, "must free itself of certain abuses; I say must free itself advisedly, for that is the American spirit. We don't want to exercise bureaucratic control and we don't want to dictate what manner of entertainment or discussion should go on the air. It is not desirable or even necessary. We want the broadcasters to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance. Good taste and common sense are the best guides."

Regarding radio advertising, Mr. Gary stated:

"There is certain advertising being done on the radio which is unfortunate, to say the least. I have heard some people on the air who should not have been. I would like to say that the radio advertisers themselves, together with the radio stations and networks should well develop their own school of ethics, guiding themselves. The American Bar Association and the American Medical Association are examples of organizations of great professions that have fixed standards for themselves whose high purpose no one can deny and whose effectiveness has been quite great. So can radio.

"I already see a voluntary and earnest effort on the part of the broadcasters and the broadcast advertisers to maintain themselves and their programs, in their own interests, as well as of the public's as great public service institutions. There are different schools of thought with respect to the program character of broadcasting, but assuredly there can only be one school with respect to its ethical standards."

You buy a Ready-made audience when you buy a **WOR-tested program**

IF YOU seek a large, immediate audience—a specific type of audience—for your radio advertising in the New York market . . . or if you seek a low cost, ready-made program to supplement your network show in your one best market—a WOR "station-tested" program offers a happy solution to your problem. All the worries and risks involved in new program building are eliminated for you. • These ten WOR programs briefly described below run daily "across the board". Each one of them is a seasoned program commanding a large, appreciative, *responsive* audience. Some are now partially or fully sponsored. A letter or 'phone call will bring you full details.

HARLAN EUGENE READ, 10:15-10:30 P. M.—Known as "the man who brings the world into your home," Harlan Eugene Read is one of WOR's favorite news commentators. Drawing from his broad background as editor, author, lecturer and newspaper man, Mr. Read interprets the news of the day and points out its human application.

This program, we have reason to believe, commands a large audience among the "best people."

DR. ARTHUR FRANK PAYNE, 2-2:15 P. M.—Dr. Payne, one of America's greatest psychologists, has been a regular feature on WOR for the past six years.

His popular radio talks attract an audience of many thousands of thinking men and women.

Problems of child training which are frequently discussed make this program an ideal one for reaching the modern mothers of the metropolitan area.

WOR GYM CLASSES, 6:45-8 A. M.—The oldest regular daily program on WOR—originated 11 years ago—conducted by John B. Gambling.

The three exercise periods are interspersed with orchestral music. The good nature and friendly banter with which this program abounds attracts an audience far in excess of the number who join in the calisthenics, since nearly everyone enjoys good cheer and appropriate morning music to give the day a bright start.

MARTHA DEANE, 2:30-3 P. M.—WOR's Homemaker Program, conducted by Mary Margaret McBride, versatile editor and writer of women's features for scores of America's leading magazines and newspapers.

Martha Deane chats intimately with her woman audience, delving into the subjects over which their hearts beat—fashion, food, fun, beauty and budgets and babies, hobbies, decoration, personalities.

Available on a joint sponsorship basis.

GOOD HEALTH CLUB, 4-4:15 P. M.—An informal, educational type of program, conducted by Dr. H. I. Strandhagen, registered physician and dermatologist. So far as we know, the only program on the air offering preventative advice. Skin problems as they reflect the state of health are frequently discussed.

The ever increasing audience of this program express utmost confidence in the practical health advice given.

UNCLE DON, 6-6:30 P.M.—Uncle Don is one of radio's most famous personalities. He is endeared to the hearts of countless thousands of children in the WOR area, to whom his word is law.

The numerous advertisers who have sponsored this program agree that there is no more effective way of reaching the great juvenile audience in the New York Metropolitan Area.

THEATRE CLUB OF THE AIR, 1:30-1:45 P. M.—Conducted by Bide Dudley, dramatic critic, raconteur, man about town and one of the few remaining titans of the theatre.

Famous personalities of the stage and screen are regularly featured as guest artists.

Over 7,000 WOR listeners hold membership cards entitling them to the various privileges made available through this Theatre Club of the Air . . . an audience with tastes for the better things in life.

FORD FRICK, 7-7:15 P. M.—In his breezy sports digest of the day, Ford Frick, popular newspaper sports writer has built up a tremendous audience of sport fans throughout the New York Metropolitan Area. He is now in his fifth year on WOR.

This is a program that lends itself to effective sponsorship by manufacturers of products for men.

MRS. REILLY'S "COMMON-SENSE," 12:15-12:30 P. M.—Conducted by Mrs. John S. Reilly, mother of seven, and expert at happy family living, who for six years has been successfully solving the household problems and family troubles of thousands of wives and mothers—and always under distinguished sponsorship.

Program is arranged in three 5-minute periods, which may be bought in two-a-week, three-a-week, or five-a-week units. An ideal program for advertisers of foods or household products.

AL WOODS, 8:10-8:25 A. M.—This program of songs and patter is a bright spot of New York's daily morning radio fare.

The internationally famous musical comedy star and song writer, Al Woods, is a favorite alike with Broadway and Radio Row.

A cheerful, fast-moving, entertaining program which has great possibilities as a sales builder for the advertiser.

WOR 1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • • • • NEWARK, NEW JERSEY

Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. • • Boston, James F. Fay, Statler Bldg.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WLS, Chicago: Sisalkraft Co., Chicago (roofing), daily announcements, 13 times, thru Russel T. Gray, Inc., Chicago; Gillette Rubber Co., Eau Claire, Wis. (auto tires), 15-minute program, 13 times, Cramer-Krasselt Co., Milwaukee; Scott & Browne, Bloomfield, N. J. (Scott's Emulsion), 39 transcription announcements, Marschalk & Pratt, N. Y.; Northwestern Yeast Co., Chicago (Yeast Foam), 39 quarter-hour programs, Hays MacFarland, Chicago; Keystone Steel & Wire Co., Peoria, Ill. (fence posts), renewed 15-minute program, 52 times, Rogers & Smith, Chicago; John Morrell Co., Ottumwa, Ia., (Red Heart dog food), renewed 5-minute programs 3 times weekly, 39 weeks, Henri, Hurst & MacDonald, Chicago; Reliance Manufacturing Co., Chicago (Big Yank work shirts), renewed 15-minute programs, 13 weeks, Carroll Dean Murphy, Inc., Chicago; Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 15-minute programs, 3 times weekly, 26 weeks, and announcements 3 times weekly, 26 weeks, Mitchell-Faust, Inc., Chicago.

KNX, Hollywood: Amagon Laboratories, Los Angeles (rheumatism tablets), quarter-hour weekly, 1 year, thru Logan & Stebbins, Los Angeles; Ironized Yeast Co., Atlanta, three 5-minute transcriptions weekly, 52 programs, Ruthrauff & Ryan, N. Y.; Best Foods, Inc., New York (Hellmann's Mayonnaise), 3 announcements weekly, 1 month, Benton & Bowles, N. Y.; Associated Ford Dealers, San Francisco, 5 announcements, McCann-Erickson, San Francisco; Chevrolet Motor Co., Detroit, 110 announcements, Campbell-Ewald, Detroit.

KFI, Los Angeles: Brown & Williamson Tobacco Co., Louisville (Raleigh cigarettes), 52 transcription announcements, thru Batten, Barton, Durstine & Osborn, N. Y.; Chevrolet Motor Co., Detroit, 28 one-minute announcements, Campbell-Ewald, Detroit; Hennafoam Co., New York (shampoo), 28 quarter-hour transcriptions, Biow Co., N. Y.

WCAU, Philadelphia: Ironized Yeast Co., Atlanta, 2 transcriptions weekly, 18 weeks, thru Ruthrauff & Ryan, N. Y.; Watch Tower Society, Philadelphia branch, hour transcription each Sunday, Judge Rutherford talk, handled direct.

WBIG, Greensboro, N. C.: Great Atlantic & Pacific Tea Co., Charlotte, quarter hour thrice weekly, thru local sales manager; Jefferson Standard Life Insurance Co., Greensboro, half hour daily, 52 weeks, direct; Detroit Lead Co., Detroit (paints), 52 announcements, direct.

WEAF, New York: Parmelee System, Inc., New York (taxi service) on July 30 started "Parmelee Harmony Taxi Drivers." Landt Trio and White, Mondays, Wednesdays and Fridays, 6:15-6:30 p. m., thru World Wide Advertising Corp., N. Y.

KGMB, Honolulu: Lambert Pharmacal Co., St. Louis (Listerine), "Air-mail Mystery" transcription series, 13 weeks, thru National Export Advertising Service and Conquest Alliance Co., N. Y.

WABC, New York: Emerson Drug Co., Baltimore (Bromo Seltzer), on Aug. 6 started talks "All About You," by Harold Sherman, psychologist, Mondays, Wednesdays and Fridays, 10:30-10:45 a. m., EDST., thru J. M. Mathes, Inc., N. Y.

KDKA, Pittsburgh: Natural Gas Companies Serving the Greater Pittsburgh Area, 36 quarter-hour programs, twice weekly, thru Ketchum, MacLeod & Grove, Inc., Pittsburgh; Reid, Murdoch & Co., Chicago (food products), renewal of participations in Home Forum, 4 weekly, 26 weeks, Philip O. Palmer Co., Chicago; John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), renewal of participation in Home Forum, 3 weekly, 7 weeks, Henri, Hurst & MacDonald, Chicago; Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), renewal 3 quarter-hour transcriptions weekly, 13 weeks, Wade Advertising Co., Chicago; Associated Manufacturers of Steel Beer Barrels, New York, 15 quarter-hour transcriptions, weekly to Nov. 1, Fischler, Zealand & Co., N. Y.; Ironized Yeast Co., Atlanta (yeast), 25 five-minute transcriptions, Ruthrauff & Ryan, Inc., N. Y.; P. Duff & Sons, Inc., Pittsburgh (Ginger Bread Mix), renewal, 46 five-minute transcriptions, Batten, Barton, Durstine & Osborn, N. Y.

WOW, Omaha, Neb.: Chocolate Products Co., Chicago (Stillicious), announcements, thru J. L. Sugden Co., Chicago; Crazy Water Co., Omaha (Crazy Crystals), studio program, direct; Don Leon Coffee Co., Lincoln, Neb., transcription announcements, Russell C. Comer Advertising Co., Kansas City; Quaker Oats Co., Chicago (Quaker Crackels), studio program, Fletcher & Ellis, N. Y.

KGW, Portland, Ore.: Standard Oil Co. of California, San Francisco, 3 time signals daily, 1 year, thru McCann-Erickson, Portland; Spokane, Portland & Seattle Railway, Portland, 1 announcement, W. S. Kirkpatrick Advertising Service, Portland; Crazy Water Crystals Co., Portland, quarter hour daily, 4 months, direct.

WHP, Harrisburg, Pa.: Ironized Yeast Co., Atlanta, 52 five-minute transcriptions, thru Ruthrauff & Ryan, N. Y.; Western Co., Chicago (KEC handkerchiefs), weekly announcements, 13 weeks, J. Walter Thompson, Chicago.

WBT, Charlotte, N. C.: Armand Co., Des Moines (cosmetics), weekly transcription, thru N. W. Ayer & Son, N. Y.; M. L. Clein Co., Atlanta (Pap-O-Dine), 3 studio programs weekly, direct; Sandhill Fruit Growers Assn., Candor, N. C. (peaches), 6 announcements weekly; Ironized Yeast Co., Atlanta, 6 transcriptions weekly, Ruthrauff & Ryan, N. Y.; Dr. Pepper Co., Dallas (beverages), 6 transcriptions weekly, Tracy, Locke-Dawson, Dallas; Southern Tours, Rock Hill, S. C. (excursions), 4 announcements weekly, direct.

KTAT, Fort Worth, Tex.: Cohan & Lubow, New York (Dundee Smart Clothes), 300 announcements, thru local store; Frito Co., San Antonio (Fritos), 100 announcements, direct; Hyral Distributing Co., Fort Worth (Hyral), 300 announcements, direct; Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 100 five-minute programs, direct; Salomint Co., Chicago, 300 dramatized announcements, direct; Watchtower Society, Brooklyn (Judge Rutherford), 156 quarter-hour transcription talks, Henry Woods, Fort Worth.

KFRC, San Francisco: Humboldt Brewing Co., San Francisco (Humboldt beer), 8 p. m. variety show Thursday nights, beginning Aug. 16, thru Leon Livingston Advertising Agency, San Francisco; Bekins Van & Storage Co., Los Angeles, announcements, 6 days per week, one year, thru Roy Alden & Associates, Los Angeles; Maryland Pharmacies, Baltimore (Rem cough medicine), daily time signals, beginning Oct. 1, Joseph Katz agency, Baltimore.

WNAC, Boston: Douglas Shoe Co., Boston, 6 announcements, thru N. W. Ayer & Son, Boston; Longwood Cricket Club, Brookline, Mass. (tennis match), "Merry-Go-Round," 3 times, Ingalls Advertising Agency, Boston; Craft Brewing Co., Brookline (ale), news flashes, 3 times weekly, McCann-Erickson, Boston.

WEAN, Providence, R. I.: Household Finance Co., Chicago (loans), half hour daily except Sunday, 312 times, thru Charles Daniel Frey, Chicago.

"From this point, folks, Graham MacGaree will take up the happy couple. O. K., Graham! Take it away!"

From The New Yorker

NEWS NOTE: The NBC-WEAF audience will be "taken for a ride" by Graham McNamee August 18 when the NBC announcer speeds down a steep Dayton, Ohio, hill in a one-gravity-power racer made of a soap box and four assorted wheels. This is described as a "pre-race tuneup" for the All-American Soap Box Derby sponsored by Chevrolet and the Dayton Daily News to be held the next day.

WBNS, Columbus, O.: Bowey's, Chicago (Dari-Rich chocolate milk), mornings weekly, 1 year, thru Wendel Muench & Co., Chicago; Kosto Co., Chicago (Kosto-Free), transcriptions and 1 local announcement weekly, 1 month, Ruthrauff & Ryan, Chicago; Pennzoil Co., Oil City, Pa. (Pennzoil), 1 announcement weekly, 4 weeks, Ruthrauff & Ryan, N. Y.

KHJ, Los Angeles: Ever-Dry Laboratories, Los Angeles (deodorant), quarter-hour weekly, 3 months, direct; Citrus Soap Co., San Diego, minute transcription daily, 3 months, thru Norman W. Tolle, San Diego; M. A. Laboratories, Los Angeles (pills), quarter hour weekly, 60 days, D. G. Freitog, Inc., Los Angeles.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

WM. WRIGLEY, Jr., Co., Chicago (chewing gum), on October 1 resumes "Myrt & Marge" on 54 CBS stations, keyed from WBBM, Chicago, Mondays to Fridays inclusive, 7-7:15 p. m., with repeat for West at 11:15 p. m., EST.

J. A. FOLGER & Co., Kansas City (Folger's cogee), on Oct. 1 starts "Judy and Jane," script show of housewives, on special NBC network comprising WOC-WHO, WDAF, KSTP, WEBC, KVOO, WKY, WBAP, and WOAI, Mondays to Fridays inclusive, 2:45-3 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., Chicago.

RCA RADIOTRON, Inc., Camden, N. J. (radio tubes) on Sept. 15 starts "Radio City Studio Party," featuring noted radio personalities from big acts on NBC-WJZ network, Saturdays, 9:30 p. m. Agency: Lord & Thomas, N. Y.

WASEY PRODUCTS, Inc., New York (Zemol, Kreml hair tonic, etc.) on Sept. 10 renews "The Voice of Experience" on 24 CBS stations, daily except Saturdays, 12 noon-12:15 p. m., and Sundays, 6:45-7 p. m. Agency: Erwin, Wasey & Co., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (A. S. Boyle floor wax) on Sept. 30 renews "Lazy Dan, the Minstrel Man," with Irving Kaufman, on 47 CBS stations, Sundays, 2:30-3 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

MacFADDEN PUBLICATIONS, Inc., New York (True Detective Mysteries Magazine) on Sept. 2 starts "True Detective Mysteries' Crusade Against Crime" on 6 CBS stations, Wednesdays, 10:30-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

BRILLO MFG. Co., Brooklyn, N. Y. (Brillo cleanser) on Oct. 7 starts "Tito Guizars Midday Serenade" on 24 CBS stations, Sundays, 12:30-12:45 p. m. Agency: Frank Presbrey Co., N. Y.

IRONIZED YEAST Co., Atlanta (Ironized Yeast) on Sept. 11 starts "Whispering Jack Smith" and his orchestra on 12 CBS stations, Tuesdays, Thursdays and Saturdays, 7:30-7:45 p. m. Agency: Ruthrauff & Ryan, N. Y.

F. W. FITCH Co., Des Moines (Fitch's Shampoo) on Sept. 9 renews Irene Beasley on 19 NBC-WEAF stations, Sundays, 7:45-8 p. m., with repeat for 19 additional middle western and western stations, Sundays, 11-11:15 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

PROCTER & GAMBLE Co., Cincinnati (Dreft washing powder) on Aug. 14 started "Rainbow Court," dramatic show with Irna Phillips, Irene and Walter Wicker and Lucy Gilman on special NBC network comprising WLW, WOC-WHO, WOW, WDAF, WIBA and KSTP, Tuesdays, Wednesdays and Thursdays, 3:15-3:30 p. m.; starting Oct. 2 time shifts to 3:30-3:45 on same days. Agency: H. W. Kastor & Sons, Chicago.

TIME, Inc., New York (Time Magazine) on Oct. 5 resumes "The March of Time" on 40 CBS stations, Fridays, 9-9:30 p. m., EST. Agency: Batten, Barton, Durstine & Osborn, N. Y.

WARD BAKING Co., New York, on Aug. 12 started Buddy Rogers and his "Green Stripe" orchestra, with Jeannie Lang and "Three Rascals" on 26 CBS stations, Sundays, 9-9:30 p. m., shifting Oct. 7 to 7:30-8 p. m., EST. Agency: Fletcher & Ellis, Inc., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit, on Sept. 9 starts "Smiling Ed" McConnell on 32 CBS stations keyed from WKRC, Cincinnati. Sundays, 6:30-6:45 p. m. Agency: Henri, Hurst & McDonald, Chicago.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on Sept. 3 starts "Buddy Rogers in the 25th Century" on 12 CBS stations, adding 25 more on Oct. 1, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with repeat for west at 7:30-7:45 p. m. Agency: Ruthrauff & Ryan, N. Y.

SHELL EASTERN PETROLEUM PRODUCTS, Inc., New York (oil and gas) on Sept. 13 starts sports programs on 24 CBS stations, Thursdays, Fridays and Saturdays, 6:30-6:45 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY Co., Cincinnati (Woodbury soap, etc.) on Sept. 18 starts Bing Crosby on 42 CBS stations, keyed from KHJ, Los Angeles, Tuesdays, 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

GENERAL CIGAR Co., New York (White Owl Cigars) on Sept. 19 resumes Burns and Allen in "The Adventures of Grace" on 44 CBS stations, Wednesdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 1 starts "The Shadow" on 12 CBS stations, Mondays and Wednesdays, 6:30-7 p. m. Agency: Ruthrauff & Ryan, N. Y.

THE SIMMONS Co., Chicago (beds and mattresses), on Sept. 4 resumes Mrs. Franklin D. Roosevelt and Josef Koestner's orchestra on 17 NBC-WJZ stations, Tuesday, 9:30-10 p. m. Agency: Fletcher & Ellis, Inc., N. Y.

UNION CENTRAL LIFE INSURANCE Co., Cincinnati, on Sept. 9 starts "Roses and Drums" on 23 NBC-WJZ stations, Sundays, 5-5:30 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY, Inc., Cincinnati (face powder), on Sept. 17 starts "Dangerous Paradise," with Elsie Hitz and Nick Dawson, on 23 NBC-WJZ stations, Mondays, Wednesdays, and Fridays, 7:45-8 p. m. Agency: Lennen & Mitchell, N. Y.

AMERICAN ROLLING MILL Co., Middletown, Ohio (Armco sheet steel), on Sept. 30 starts "Armco Iron Master," with Frank Simon's band and Bennett Chapple as narrator, on 27 NBC-WEAF stations, Sundays, 6:30-7 p. m. Agency: Batten, Barton, Durstine & Osborn, Chicago.

M. J. BREITENBACH Co., New York (Gude's Pepto-Mangan), on Oct. 14 starts undetermined program on 15 NBC-WJZ stations, Sundays, 4:45-5 p. m., EST. Agency: McCann-Erickson, N. Y.

THE PEPSODENT Co., Chicago (toothpaste, antiseptic, and face cream), on Sept. 17 shifts and renews Frank Buck on 20 NBC-WEAF stations, Mondays to Fridays inclusive, 7:45-8 p. m. Agency: Lord & Thomas, Chicago.

PROVIDENT MUTUAL LIFE INSURANCE Co., Philadelphia, on Oct. 2 starts dramatic program, unannounced, on 14 NBC-WJZ stations, Tuesdays, 9:30-9:45 p. m., with repeat for 6 NBC-KGO stations, 1:15-1:45 a. m., EST. Agency: Samuel Lewis, Philadelphia.

VICK CHEMICAL Co., New York (Vick's Vaporub), on Oct. 1 starts undetermined program on 17 NBC-WJZ stations, Mondays, Wednesdays, and Fridays, 7:15-7:30 p. m., EST. Agency: Young & Rubicam, N. Y.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart dog food), on Sept. 30 starts "Bob Becker's Fireside Chats About Dogs" on 20 NBC-WEAF stations, Sundays, 4:30-4:45 p. m., EST. Agency: Henri, Hurst & McDonald, Chicago.

PLOUGH, Inc., Memphis (Penetro and St. Joseph's Aspirin), on Oct. 1 starts undetermined program on 39 NBC-WJZ and supplementary stations, Mondays, 8:30-9 p. m., EST. Agency: Lake-Spiro-Cohn, Inc., Memphis.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 1 renews "Oxydol's Own Ma Perkins" on 41 NBC-WEAF and supplementary stations, daily except Saturdays and Sundays, 3-3:15 p. m., EST. with reatp at 4:30-4:45 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., Chicago.

PHILIP MORRIS Co., New York (cigarettes), on September 4 renews "Philip Morris Program" on 33 NBC-WEAF and supplementary stations, Tuesdays, 8-8:30 p. m., with repeat at 11:30 p. m.-12 midnight. Agency: The Biow Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream) on Sept. 3 renews "Colgate House Party," starring Joe Cook with Don Voorhees' orchestra, on 50 NBC-WEAF and supplementary stations, Mondays, 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

PREMIER PABST Co., Chicago (Blue Ribbon beer and malt), on Oct. 2 resumes Ben Bernie and orchestra on 33 NBC-WEAF and supplementary stations, Tuesdays, 9-9:30 p. m., with repeat 12 midnight-12:30 a. m., EST. Agency: Matteson-Fogarty-Jordan, Inc., Chicago.

FRANCO-AMERICAN BAKING Co., Los Angeles (Franco Hi-Jinks Bread) on July 29 started the "Franco Hi-Jinks" program with Bob Oakley, formerly of the London Kit Kat Club, on 8 Don Lee-California stations, Sundays, 8-9 p. m., PST. Agency: Erwin, Wasey & Co., Los Angeles.

CALIFORNIA RECONSTRUCTION LEAGUE, Los Angeles (political) on Aug. 27 renews its talks and music on 8 Don Lee-California stations, Mondays, 6:30-6:45 p. m., PST. Agency: John W. Hunt Agency, Los Angeles.

NBC CHANGES: Dunn & McCarthy, Inc., series for Enna Jettick Shoes starting on NBC-WJZ Aug. 22, Wednesdays, 10-10:15 p. m., will star Dennis King and Louis Katzman's orchestra; Procter & Gamble Co. "Ivory Stamp Club with Tim Healy" on July 24 shifted to Tuesdays, Thursdays, and Saturdays, 7-7:15 p. m., NBC-WEAF; General Foods "La France Presents Beatrice Fairfax" on 27 NBC-WEAF and supplementary stations will not start until Sept. 30, Sundays, 7-7:30 p. m., EST, with repeat 12 midnight-12:30 a. m.; Ralston Purina's "Tom Mix Ralston Straight Shooters," starting Oct. 1, will be heard Mondays, Wednesday, and Fridays, 5:15-5:30 p. m., with repeat 6:15-6:30 p. m., EST. NBC-WEAF; Procter & Gamble's "Ivory Stamp Club with Tim Healy" changes renewal date to Oct. 1, Mondays, Wednesdays, and Fridays, 5:45-6 p. m., EST. NBC-WEAF; "Tastyeast Players" on Sept. 2 shifts to Sundays, 9:45-10 p. m., NBC-WJZ; "Molle Show" on Oct. 1 shifts to Mondays, Wednesdays, and Fridays, 7:30-7:45 p. m., EST. NBC-WEAF; Carleton & Hovey's "Gems of Melody" has changed starting date to Oct. 18 and schedule to Thursdays, 7:15-7:45 p. m., EST. NBC-WJZ; Carleton & Hovey's program scheduled to start Oct. 14 has changed time to Sundays, 4-4:30 p. m., EST, NBC-WEAF.

It's the Market's PURCHASING POWER That Counts!

WOW

ON THE N. B. C. RED NETWORK

WOW's Wealthy Area Is Richer by $250,000,000

A RADIO audience is composed of two groups . . . one with money, the other without. An advertiser pays for both, but only the "money-group" can pay out. WOW's coverage territory has been allotted more than a quarter-billion dollars in federal funds by the New Deal. That's done something to the buying power of our listeners. It's allowed them to purchase the things they want . . . made prospects of many who just used to "listen." It's the purchasing power that counts. That's why WOW can do your complete radio job in this territory.

590 Kilo. Cleared Regional Channel 1000 Watts

WOW is owned and operated by

Woodmen of the World Life Insurance Assn.

OMAHA

National Representatives

GRIEG, BLAIR & SPIGHT, INC.

New York, Chicago, San Francisco

Radio Station WOW,
Omaha, Nebr.

Please send me a rate card and additional information concerning WOW and its commanding position in your wealthy agricultural territory.

(Name)

(Address)

TRANSCRIPTIONS

AN INCREASE in transcription business is reported by World Broadcasting System, which lists 12 sponsors currently placing regular WBS disc schedules and 11 placing specially built programs. Sponsoring the WBS Daily Program Service series are:

Procter & Gamble Co., Cincinnati, thru H. W. Kastor & Sons.

Beech-Nut Packing Co., New York, 13 fifteen-minute programs, thru McCann-Erickson, Inc.

Scott Furriers, Inc., New York, 52 thirty-minute programs, thru Aaron S. Bloom Co.

Frozen Desserts, Inc., Chicago, 13 fifteen-minute programs, thru Roche, Williams & Cunnyngham.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

F. W. Clements Products Co., Rochester, N. Y., 39 fifteen-minute transcriptions, thru Redfield-Coupe, Inc.

Sponsoring WBS one-minute transcription announcements are:

Brown & Williamson Tobacco Corp., Louisville, 26 times, thru Batten, Barton, Durstine & Osborn.

Olds Motor Works, Lansing, Mich., 18 times, thru J. H. Neebe Co.

Welch Grape Juice Co., 45 times, thru H. W. Kastor & Sons.

McCormick & Co., Baltimore, 63 times, thru Van Sant, Dugdale & Co.

Frozen Desserts, Inc., 26 times, thru Roche, Williams & Cunnyngham, Inc.

Procter & Gamble Co., Cincinnati (Dreft), 7 times, thru H. W. Kastor & Sons.

B. Kuppenheimer & Co., Chicago, 13 times, direct.

WBS also reports the following specially built programs:

Association of Manufacturers of Steel Barrels, New York, 15 fifteen-minute programs, "Kings and Queens of Sport," on WOR, KDKA and WGN, thru Fishler, Zealand & Co., Inc.

Ford Dealers of America, Detroit, 13 thirty-minute programs, Fred Waring's Pennsylvanians, thru N. W. Ayer & Son.

Studebaker Sales Corp. of America, South Bend, Ind., 13 thirty-minute programs, Richard Himber's orchestra, thru Roche, Williams & Cunnyngham, Inc.

Niagara Hudson Power & Light Corp., Albany, N. Y., 78 fifteen-minute programs, Little Jack Little and orchestra, thru Batten, Barton, Durstine & Osborn.

Eastman Kodak Co., Rochester, N. Y., 13 fifteen-minute programs, Angelo Patri, thru J. Walter Thompson Co.

P. Duff & Sons, Pittsburgh (Ginger Bread Mix), 5-minute programs, WOR, WBZ-WBZA, WEY and KDKA, "Minute Manners," by Mrs. John S. Reilly, thru Batten, Barton, Durstine & Osborn.

General Mills, Inc., Minneapolis, 15-minute programs, "Jack Armstrong," thru Blackett-Sample-Hummert, Inc.

Bristol-Myers Co., New York, 13 fifteen-minute programs, "Thru the Hollywood Looking Glass," with Frances Ingram, thru Thompson-Koch Co.

Armand Co., Des Moines, 13 fifteen-minute programs, Lennie Hayton orchestra with Jane Froman and Don Ross, thru N. W. Ayer & Son.

Morten Milling Co., Dallas, 20 fifteen-minute programs, "Jimmie Allen," thru Earle Racey Advertising Agency.

New York State Fair Commission, Syracuse, N. Y., 13 fifteen-minute programs with talks by state officials and music, on WFBL, WGR, WOKO and WTIC.

SAMPLE recordings of NBC's second series of Recorded Program Service releases, titled "Romance and Melody," have been sent to stations, according to Lloyd C. Egner, manager of electrical transcriptions for NBC. The discs feature Jules Lande and his singing violin and Eunice Howard and William Johnstone, comedians. Average length of each recording is 15 minutes, allowing time for advertising credits at beginning and conclusion of program.

SYNDICATED BROADCAST FEATURES, 810 Liberty Bank Bldg., Buffalo, N. Y., producers of "Kranmeyer and Cohen," transcription series made by WBS, announces that the feature is being sponsored over WGR, Buffalo, and carried as a sustaining over WOWO-WGL, Ft. Wayne, Ind., and KOMO, Portland, Ore.

• what the Advertiser says after—

What the *advertiser* says about RESULTS *after* the schedule is completed is infinitely more important than anything *we* say *before* the schedule is run.

We are reproducing statements from two letters just received at WLS. One is written by an agency executive, the other by an advertiser. Both were written on completion of contracted schedules.

July 19, 1934
The E. E. Hess Company
(Hess Witch Hazel Cream)
Brook, Indiana

"We believe the results obtained per dollar expended have been the cheapest which we have ever received from any form of advertising."

Signed - L. F. Hess

July 20, 1934
Northwest Radio Adv. Company,
Seattle Washington

"I will be glad to have you quote me as follows: 'We have released the Gardner Nursery account over approximately one hundred of the leading stations in the country. WLS produced more response per broadcast than any station we have used, and ranks among the four leading stations in the country for the lowest cost per actual sale.'"

Signed - Edwin A. Kraft, Mgr.

Such letters are the "rule" at WLS. We have scores of others available for your inspection. Let us show them to you. Our representative will be glad to call, whenever you say.

50,000 WATTS

WLS

870 KILOCYCLES

THE PRAIRIE FARMER STATION
1230 W. Washington Blvd.
CHICAGO

Burridge D. Butler, President — Glenn Snyder, Manager
New York Office: Graham A. Robertson, 250 Park Avenue

Broadcasts on Elephan As Circus Day Feature

A BROADCAST from an elephant's back was an innovation in circus day events in Syracuse, N. Y., when the Hagenbeck-Wallace circus came to town last month. WFBL packed short wave equipment, an operator and an announcer on one of the largest elephants in the parade and relayed a broadcast for 25 minutes. Announcer Bill McGrath gave a description of the parade, the crowds and the antics of the elephant. One of the unexpected highlights came when the elephant carrying the broadcast set-up frightened a horse and furnished excitement for the onlookers as well as the radio audience. Another staff announcer, Bill Lundigan, described the parade as it passed a theater. The broadcast was shunted from the elephant to the theater marquee and from there to the station studios where Bob Keefe read commercial announcements of the Roy Furniture Co., sponsoring the program.

CALL LETTERS of WGCP, Newark, have been changed to WHBI.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

PROSPECTS

STAFFORD-MILLER Co., Brooklyn, N. Y., will shortly introduce a new tooth powder, using radio with other media. Husband & Thomas, New York, is the agency.

UNITED DRUG Co., New York, will use a spot campaign on more than 200 stations to advertise its fall 5-cent sales. Street & Finney, New York, handles the account.

H. MOFFAT Co., San Francisco (Scotty Allen's Dog Food) will use radio in a campaign being prepared by James Houlihan, Inc., San Francisco agency.

THE PISO Co., Warren, Pa. (proprietary) have appointed the Watson Advertising Agency, Chicago, to handle their radio campaign. Transcription announcements recorded by MacGregor & Sollie, will be used. The account was formerly handled by the Stack-Goble Advertising Agency, Chicago.

SEGO MILK PRODUCTS Co., Salt Lake City, will use radio in its campaign for its new "Irradiated Milk," and has appointed the L. S. Gillham Co., Salt Lake agency, to handle the account.

MANTLE LAMP Co., Chicago (Aladin lamps), is planning on using about 20 stations this season with its transcriptions of "Smiling Ed" McConnell. The programs will start about October 1. The account is handled direct.

WILLIAM W. LEE & Co., Watervliet, N. Y. (Save-The-Baby proprietary), makes up lists during September, using radio with other media. Account is placed direct.

BOST, Inc., New York (tooth paste), is planning a $250,000 radio and newspaper campaign, to be handled by Erwin, Wasey & Co., New York.

RAP-I-DOL DISTRIBUTING Corp., New York (hair dye), has appointed Redfield-Coupe, Inc., New York, to handle its advertising, including a radio campaign.

UTAH OIL REFINING Co., Salt Lake City, has appointed the L. S. Gillham Co., Salt Lake City, to handle its advertising, including a radio campaign.

DE LONG LABORATORIES, Inc., Hollywood (cosmetics) will use radio in a new campaign to be handled by the Los Angeles office of Ruthrauff & Ryan.

RCA Nets $1,771,580

A NET INCOME of $1,771,580 transferred to surplus was reported August 1 for the first six months of operations of RCA and subsidiary companies in 1934. This compares with a net loss of $1,268,211 for the same six months of 1933. The gross income of the first half of 1934 was $36,604,707, as compared to $27,519,438 during the same period last year.

Reports of the financial standing of the individual RCA subsidiaries are not given in the statement for publication, but the parent company's surplus at the end of the first half of this year is given as $11,040,671.

EMPLOYING the Transatlantic radiotelephone, Bonwit Teller & Co., big New York women's wear store, presented May Birkhead from Paris Aug. 3, discussing the 1934 Paris style openings on WJZ, New York. Miss Birkhead, who is on the European staff of the *New York Times*, spoke for 15 minutes in the early evening. Cecil, Warwick & Cecil, New York, handled the account.

Penn Tobacco Series

PENN TOBACCO Co., Wilkes-Barre, Pa. (cigarettes and pipe tobacco), on July 19 started a new series over WBBM, Chicago, designed to introduce a new brand of cigarettes. Pat Flanagan's broadcasts of the Chicago Cubs games are featured, Flanagan having been released for the new account when the Prima Co., Chicago brewers, dropped its contract July 18. WBBM on July 10 also started a new special series for Sterling Brewers, Evansville, Ind., three times weekly, featuring "Mike & Herman," German-Irish dialect team. Both the Penn Tobacco Co. and Sterling Brewers accounts are handled by the Chicago office of Ruthrauff & Ryan.

Fish, Game Conservation Campaign Utilizes Radio

CALIFORNIA Fish & Game Development Association, a private organization, has been using 15-minute programs on KECA, Los Angeles, weekly with consistent success, according to Carl F. Johnson, president. The first series was designed to give general information about fish and game conservation, the current series aims to educate boys and girls on the need of conserving wild game, while the third starting in August will acquaint the public with possible conservation legislation.

The radio campaign was started in order to enlist the cooperation of the public in conservation efforts.

Announcing a New

FREQUENCY MONITORING SERVICE

Reference frequencies derived from the Primary Standard of Frequency of the U. S. Bureau of Standards by continuous leased wire service. No local Frequency standard is maintained. All measurements therefore are in accord with paragraph 205 Rules and Regulations of the F. C. C.

For 24-Hour Service Phone GReenwood 2134

WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building **Washington, D. C.**

WWJ

America's Pioneer Broadcasting Station, Always First In Listener-Interest In the Great Detroit Market

That WWJ is first in listener-preference in the great metropolitan Detroit area is substantiated by every neutral survey that has ever been made. You can not get first preference among listeners in Detroit and southern Michigan without WWJ.

WWJ was the pioneer station of America—the first to broadcast regular daily programs. It has been on the air daily since August 20, 1920. It established itself as the family radio station for greater Detroit at once and nothing has happened since to affect this unique relationship between WWJ and the people of the great Detroit area.

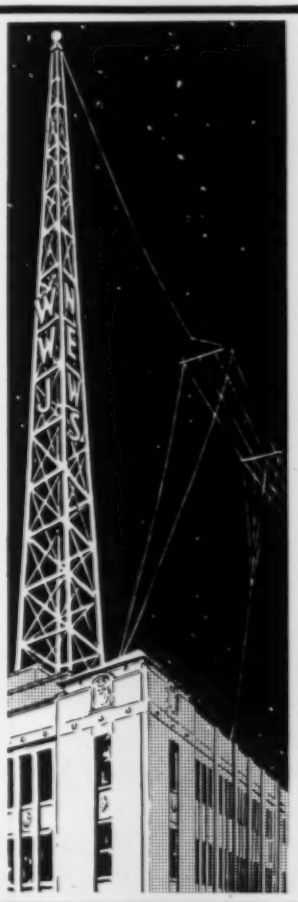
For thorough coverage of the great Detroit market you must have

Owned and operated by The Detroit News

WWJ

Member of Red Network of the NBC

The First Radio Station in America to Broadcast Regular Daily Programs—Established August 20, 1920



How's This?

WWVA hired a new announcer. He hailed from a pretty fair radio station in a town of 27,000 population, located 82 miles from Wheeling. This new announcer made a quick jump to WWVA, leaving his wife behind to follow later.

And then—unheralded—the new man took the air. After his initiation to a WWVA microphone, his good wife back home—mind you, 82 miles from Wheeling—received 27 telephone calls to inform her that her husband's voice had been heard over WWVA. And, we repeat, that town has its own radio station.

Twenty-seven telephone calls don't sound like a lot, but when you consider that they were confined to ONE family's circle of friends they're a heap!

All of which proves that WWVA HAS listeners—listeners galore in Eastern Ohio, Western Pennsylvania and West Virginia. And, after all, it's listeners that every radio advertiser MUST have to get a run for his money. Don't overlook these listeners when you make up that list of stations.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
John Kettlewell
634 Palmolive Bldg.
Chicago, Ill.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

ROBERT B. STEPHENSON, manager of the Chicago office of Radio Sales, Inc., CBS subsidiary, has been transferred to the New York office, and Bill Williamson, formerly associated with Scott Howe Bowen and Group Broadcasters, Inc., in the Chicago office, has been named to take his place. Mary Bynum, formerly a secretary in the Bowen Chicago office, has also been added to the Radio Sales staff.

JOHN CAHILL has been named San Francisco manager of Ruthrauff & Ryan to replace James Dignan, who has transferred to Los Angeles, where he will handle radio activities for Ruthrauff & Ryan and Roy Alden & Associates.

MACCULLOUGH CAMPBELL, formerly space buyer with Erwin, Wasey & Co., Los Angeles, has joined Lord & Thomas, San Francisco, in a similar position.

LEONARD F. WINSTON has resigned as sales promotion manager of Acme Broadcast Productions, New York, and has established his own agency as general radio representative with offices at 11 West 42nd St. He was formerly with the *New York American*, and prior to that was vice president of Surety Underwriters Corp., Boston.

LINDSEY SPIGHT, San Francisco manager of Greig, Blair & Spight, station representatives, stopped off at Los Angeles Aug. 1 on his return from a month's business trip to Chicago and Cleveland. He stated that the Los Angeles office will remain open and will be managed from the San Francisco office. Mr. Spight will visit the Los Angeles office semi-monthly. David Sandeberg, former Los Angeles manager, resigned several weeks ago to be commercial manager of KYA, San Francisco. No successor will be appointed for the present.

ARTHUR LYONS has returned to New York from Hollywood where he made arrangements with Berg, Stebbins, Allenberg & Blum, Hollywood radio-stage talent agency, to be represented in New York by the A. & S. Lyons Agency.

FITZMAURICE & Son, Los Angeles radio agency, has retired from the field. Since the death of Fitzmaurice Kelly a year ago, it has been managed by his son, Mike Kelly, former KNX announcer.

WILLIAM H. VOELLER, vice president of Conquest Alliance Co., foreign station representatives, left New York July 27 for Hollywood to arrange for the production of transcriptions there for bookings on Latin American stations.

J. J. DICKELY, radio manager for Roy Alden & Associates, Los Angeles agency, was married in Los Angeles Aug. 2 to Miss Josephine Scheuren of that city. They are spending the month of August on a honeymoon at Lake Tahoe.

FREE
50% more coverage
Thru increased daytime power KMBC brings you thousands of new buyers at no extra cost.

Meet More Like Her

Again KMBC comes forward with extra value for the advertiser. With an increase in daytime power to 2500 watts, KMBC women's audience now is far greater. Use KMBC to reach the women in the Kansas City Market. By actual survey KMBC formerly was preferred by women listeners. Now that preference is even greater.

KMBC
MIDLAND BROADCASTING COMPANY
Pickwick Hotel—Kansas City, Missouri
New York Office—Chrysler Building, Phone Vanderbilt 3-6581
Chicago Office—Wrigley Building, Phone Superior 3426

OFFICES of World Broadcasting System in Hollywood hae been moved to the Richfield Oil Bldg., in downtown Los Angeles. Pat Campbell in charge. Technical recording headquarters will continue, however, at 1040 N. Las Palmas St., Hollywood.

PAUL H. RAYMER Co., station representatives in New York and Chicago, has opened an office in the Russ Bldg., San Francisco, with Frank White in charge as Pacific Coast manager.

THE CHICAGO office of the McCord Co., advertising agency, was closed Aug. 11, with Gordon Taylor being transferred to the Minneapolis headquarters.

KASPER-GORDON STUDIOS, Boston, announces its appointment as New England representatives of KFEQ, St. Joseph, Mo., and WCBD, Waukegan, Ill.

HUSBAND & THOMAS, New York, has been appointed to handle advertising for Twin-Popsicles, new product of Popsicle Service, Inc., Brooklyn, N. Y.

SAFEWAY STORES, with headquarters in San Francisco, has shifted their account from Botsford, Constantine & Gardner to the J. Walter Thompson agency, with Fred Fidler as account executive.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints, varnishes and insecticides) has appointed F. X. Gunn as director of publicity.

SCOTT & BOWNE, Elmira, N. Y. (Scott's Emulsion of Cod Liver Oil, etc.) announces the appointment of Charles Fowler as advertising manager with headquarters at Bloomfield, N. J. Marschalk & Pratt, Inc., New York, has been appointed the agency.

FLETCHER & ELLIS, Inc., New York, has been appointed by the Quaker Oats Co., Chicago, to handle the advertising of Quaker Crackles in addition ot what they are already placing.

SEIBERLING RUBBER CO., Akron, O. (tires) has appointed Meldrum & Fewsmith, Cleveland, as its agency.

KRAFT-PHENIX CHEESE Corp., Chicago (Chiffon butter) has placed its advertising account with Needham, Louis & Brorby, Inc., Chicago.

CARLYLE LABORATORIES, New York (cosmetics) has appointed Charles J. Cutajar Advertising, New York, to handle its advertising.

C. F. MUELLER Co., Jersey City (macaroni) has appointed E. W. Hellwig Co., New York, to handle its radio advertising.

P. PASTENE & Co., New York (olives) has appointed Maxon Inc., New York, to handle its advertising.

PISO Co., Warren, Pa. (proprietary remedies) has placed its advertising account with Watson Advertising Agency, Chicago.

SEALED POWER Corp., Muskegon, Mich. (piston rings and pistons) has named John L. Wierengo & Staff, Grand Rapids, to handle its advertising.

ENCYCLOPAEDIA BRITANNICA, Inc., New York, has placed its advertising account with N. W. Ayer & Son, Inc., Philadelphia.

AN AUDITION room is included in the newly expanding quarters of Donohue & Co., New York agency, in the Paramount Bldg.

WWL Gets Full Time

IN A special temporary experimental action, the FCC July 31 authorized WWL, New Orleans, to operate full time on the 850 kc. clear channel which it heretofore has shared with KWKH, Shreveport. KWKH shifts to 1100 kc. under the experimental grant, effective until Feb. 1, 1935.

500,000 Watts

Most Powerful in the World

WLW

"the Nation's Station"

Worth looking into..

W L W Merchandising Service

Reports obtained by thousands of contacts with wholesalers and retailers in all lines give to WLW advertisers a complete picture of the WLW selling field in relation to their products. Weak spots are uncovered—inaccuracies corrected—waste effort reduced—sound selling plans facilitated.

Complete details concerning this service will be sent to owners and major executives who will write to John L. Clark, Radio Station WLW, Cincinnati, Ohio.

THE CROSLEY RADIO CORPORATION · CINCINNATI

Does Your Sales Set-up Call for a Radio Program on the Pacific Coast?

•

Do You Want It on the AIR During the Peak Evening Hours of 7 to 10 o'clock?

The Don Lee Broadcasting Company offers you a radio service so flexible that it can parallel almost any sales or distribution plan.

SOUTHERN CALIFORNIA . . . You can cover it with radio stations in Los Angeles, San Diego and Santa Barbara — 3 major markets.

CALIFORNIA . . . You can cover it by adding radio stations in San Francisco, Sacramento, Stockton, Fresno and Bakersfield—8 major markets.

PACIFIC COAST . . . You can cover it by adding the Columbia-Northwest Unit—radio stations in Portland, Seattle, Tacoma and Spokane—12 major markets.

And Your Program . . . will it be good? Tune in on "California Melodies" on the Columbia Coast-to-Coast Network any week. Hear a topnotch production job featuring Raymond Paige's Orchestra and Don Lee talent. It originates at KHJ, Los Angeles. Consult your newspaper for station and time of program.

•

If you want to sell the Coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System

C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.

STUDIO NOTES

FOUR HOURS after the death of the president of Germany, Paul von Hindenburg, WINS, New York, brought to the radio audience a transcription of his voice—his New Year's Day address of 1932. In the evening of the same day, listeners heard his voice by means of a transcription made by the Reich Rundfunk Gesellschaft of his address on his 85th birthday. On the day of his burial, Aug. 7, Earl Harper interviewed Herbert F. Oettgen, German-American announcer, who interpreted von Hindenburg's address.

KMTR, Hollywood, has refurnished and redecorated most of its studio space, and has added an audition room and executive offices. Decorations follow a modern motif.

NANCY AND JANE is the title of a new series of weekly programs over WCKY, Cincinnati, sponsored by McAlpin's Department Store. The dramatic sketches tell of the adventures of two Cincinnati girls on a vacation trip.

TRIBUTES were exchanged by WCKY, Cincinnati, and CFRB, Toronto, on Aug. 2 and 3 with special programs and messages from the respective mayors.

TECHNICIAN recognition is being given on all commercial and feature sustaining programs on KFAC, Los Angeles. In addition to the name of the announcer, at the close of the broadcasts, the name of the technician on duty is announced.

THE DARK-K-KNIGHTS act, a regular feature over WBT, Charlotte, N. C., set up a miniature studio in a drug store window as an additional advertising feature for the sponsor, makers of Mentho-Mulsin, Kunto and Pap-O-Dine.

WORK is progressing on the building to house the new 5,000-watt transmitting plant of WDRC, Hartford, Conn. Electricians have been laying the intricate maze of pipes that will be imbedded in the concrete to carry the wires which will furnish power to operate the big tubes. These pipes also carry control wires from the operator's desk, so that every control is at the finger tips of the operator. Operation of the transmitter, which will use 2,500 watts daytime and 1,000 night, is expected by early fall.

THE TRANSMITTER of WFAS, White Plains, N. Y., was struck by lightning late in July and Harry C. Laubenstein, engineer, narrowly escaped injury as he was at work on the equipment when the bolt struck.

A CONGRATULATORY program dedicated to the city of Toronto was transmitted Aug. 14 under the joint auspices of the International Radio Club and WTIC, Hartford. Because of its proximity to Canada and its popularity there, the Connecticut station was chosen by the club to convey its greetings on the occasion of Toronto's centenary year.

NEW COMPOSITE equipment which will enable WDAY, Fargo, N. D., to broadcast on its recently authorized power of 2,500 watts daytime is being installed by J. M. Hetland, chief engineer. The station is expected to be in operation on the new power by Sept. 1.

TRIPLICATE transmitting equipment kept WMCA, New York, on the air during recent severe electrical storms. Two transmitters are located in Flushing, L. I. Lightning bolts attracted by the antenna system burned out instruments in the main transmitter. The same thing happened to the auxiliary a few minutes later. Network programs were then routed through the third transmitter held in reserve atop the WMCA building on Broadway.

EXTENSIVE alterations and a... tions are being made in the stu... of WTIC, Hartford. The work, w... completed early in September, w... give the Connecticut station one ... the nation's largest station hea... quarters. Extending the length of ... city block, the layout will consist ... four studios, including two new on... large enough to accommodate visito... a special booth for announcers and ... dividual speakers, two transcrip... rooms containing 10 turntables ... electrically recorded programs, ... soundproof glass observation room, ... complete new switching system op... ated by push buttons, new offic... technical repair rooms and rest room...

BETTER Business Bureau of L... Angeles, besides its five regul... weekly broadcasts on KFI, KE... KHJ, KNX and KFAC, has launche... a special campaign of 17 radio ... tures sponsored jointly by the bure... and the Los Angeles Retail Code A... thority. Talks will acquaint th... public with the intricacies of the co... and how it affects them.

DANNY MALONE, who rose to gol... den fame as a tenor over the BB... in London recently, has gone to Ne... York upon invitation of NBC. H... will appear in a series of broadcas... and in theater engagements under th... NBC Artist Service. He has be... heard in the United States during ... international broadcasts, the most r... cent being a program short-wave ... under sponsorship of the Gulf Refi... ing Co.

THE NEWS service of KNX, Holl... wood, supplied special coverage of th... San Francisco strike and Dillinger ... death for KGMB, Honolulu, upon re... quest of the island station.

ESTABLISHING its own electio... bureaus, the Southwest Network ... broadcast returns in the Texas pr... maries of July 28. The broadcast... were at brief intervals from 8 to 11 ... p. m. and covered the six larger ... counties of the state.

CLYDE FEUCHTER, professor o... history at Baldwin Wallace Colleg... Berea, O., has joined the staff o... WGAR, Cleveland, to present a new ... series—"History Behind the News"—... once weekly. Ethel Hawes and Be... Levin, formerly of WHK, Cleveland, ... have joined WGAR to present the ... "Around the Town Program." Mr. ... Levin, an attorney, also will present ... a nightly news digest beginning ... Sept. 1.

INTERNATIONAL greetings fro... the Dominion of Canada will be broad... cast by short-wave to radio listeners ... in all parts of the world on Aug. 1... from 11 to 12 p. m., CST. The pro... gram will originate in the studios o... CJRC, Winnipeg, and will be broad... cast on a frequency of 1390 kc. over ... that station, and by short-wave sta... tions CJRO, on 6150 kc. or 48.5 ... meters, and by CJRX, on 11720 kc. ... or 25.65 meters.

There Is No Use To Go Into Details

IF INTERESTED in distribution or an increase in distribution in this territory, we believe we can serve you. We will not only help to secure distributors, but through our Merchandising Department will work with your distributors.

KFDM

SABINE BROADCASTING CO., INC.

P. O. BOX 2950 — BEAUMONT, TEXAS

Brinkley Badly Beaten

RUNNING a poor second, Dr. John R. Brinkley was beaten by a three to one vote in the Kansas gubernatorial primaries the week of Aug. 6. Gov. Alf. M. Landon won the Republican nomination. Political writers generally interpret this third unsuccessful effort on the part of the ex-medico broadcaster to become governor as ending any future chances in politics.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Quaker Tests Script

QUAKER OATS Co., through Lord and Thomas, is testing on WRVA, Richmond, Va., a five-time-a-week script act titled "The Junior Firemen's Club." The act is put on with studio talent and is being heavily merchandised. Junior firemen are given various ranks in a mythical "Company No. 17" in return for an increasing number of labels. The series started Aug. 6 and is slated for a 26-week run. Special sales crews are securing cooperation of retail outlets.

Chicago Fair Given 600 Hours of Free Publicity

FREE advertising given the Century of Progress Exposition by the two national networks and Chicago radio stations has totaled more than 600 hours in 13 weeks since May 7, a check-up by one Chicago station has revealed NBC fed to its five local outlets, WMAQ, WENR, WLS, KYW and WCFL, and to the networks, more than 190 hours of time exploiting the fair. CBS offered some 115 hours through its two local outlets, WBBM and WIND, and the chain.

WGN stood highest among individual Chicago stations publicizing the fair during the 13-week period, presenting 153 hours of programs. Other stations included in the checkup are WCFL, 73 hours; WJJD, 53 hours; KYW, 24 hours, and WLS, 5 hours. These figures indicate broadcasts independent of the networks. It was estimated at least two-thirds of the time given was at night.

Ben S. Fisher Resigns Post to Practice Law

Mr. Fisher

BEN S. FISHER, since 1930 assistant general counsel of the old Radio Commission and acting in that capacity with the new FCC, resigned August 15 to take up the practice of law in Washington. He will be associated with the firm of Ellis, Ferguson & Houghton, Southern Building. Mr. Fisher's resignation is effective September 1, when he intends taking a two weeks' trip to the Pacific coast.

Mr. Fisher came to Washington from Marshfield, Oreg., where he had been district attorney, state president of the Elks, and state commander of the American Legion. He is a native of Anderson, Ind., and a law graduate of the University of Illinois. During the war he was an officer overseas.

While with the Radio Commission, Mr. Fisher had charge of hearings and criminal litigation, and during the spring of 1933 served as acting general counsel. He was in charge of the highly successful campaign conducted by the Commission in collaboration with the Department of Justice to drive "outlaw" stations off the air, assisting federal district attorneys in 35 criminal prosecutions that resulted in 32 convictions or guilty pleas. The drive against illegal or unlicensed stations resulted in the closing of nearly 200 of them.

AGAIN, WJAS

★ exclusively!

SUN DRUG CO.

ONE OF PITTSBURGH'S LARGEST DRUG STORE CHAINS

is now on WJAS with a One Hour broadcast once-a-week.

SUN Drug Stores are located throughout the Pittsburgh trading area.

Being a "local" organization, SUN executives understand Pittsburgh conditions and Pittsburgh radio values.

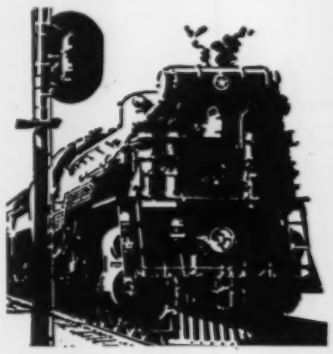
SUN uses WJAS exclusively.

WJAS

PITTSBURGH

Columbia Basic Network

CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.



for A GOOD START AND A HAPPY CONCLUSION OF YOUR CONVENTION TRIP

go C AND O

Any ticket agent can route you on the Chesapeake and Ohio. INSIST UPON IT!

THE GEORGE WASHINGTON
THE SPORTSMAN - THE F. F. V.

THE FINEST FLEET OF AIR-CONDITIONED TRAINS IN THE WORLD

Chesapeake and Ohio speaks your own language—with a radio on every thru train—radio as one of its important advertising media—with comforts and luxuries entirely new to railroad travel. Make sure of a good start and a happy conclusion to your convention trip—by traveling Chesapeake and Ohio.

CHESAPEAKE and OHIO

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcasting Division)

JULY 31 TO AUGUST 12 INCLUSIVE

Decisions . . .

JULY 31

KBTM, Jonesboro, Ark.—Granted modification of CP to extend completion date to Oct. 1.

WSFA, Montgomery, Ala.—Granted authority to determine operating power by direct antenna measurement.

WDBO, Orlando, Fla.—Granted special temporary authority to operate with additional power of 750 w. at night for a period ending 3 a. m., Sept. 1.

The following stations were granted temporary renewal of licenses, subject to action on their pending applications for renewal: WNYC, New York; WOWO, Fort Wayne, Ind.; WWL, New Orleans, and WWVA, Wheeling, W. Va.

WAIU, Columbus, O.—Present license extended for three months subject to such action as may be taken on renewal application.

WPEN, Philadelphia—Present license extended for three months subject to such action as may be taken on renewal application.

WQDM, St. Albans, Vt.—Granted extension of license to Sept. 1, on a temporary basis, pending receipt and action on renewal application.

KMMJ, Clay Center, Nebr.—Granted special temporary authority to operate station from 5 to 6 a. m., CST, from Aug. 1 and until this period is required by WSB, but not later than Feb. 1, 1935.

WJBY, Gadsden, Ala.—Granted special temporary authority to operate station for 10 days without approved frequency monitor.

WWL, New Orleans.—Granted extension of special temporary experiment authority to change hours of operation from specified to unlimited, beginning when KWKH ceases operation on 850 kc. and ending in no event later than 3 a. m., EST, Feb. 1, 1935, subject to the condition that WWL agrees to revert to 850 kc., 10 kw. power, at any time without hearing upon 10 days' notice.

WORK, York, Pa.—Granted extension of special temporary experiment authority to make changes in equipment using directional antenna-change frequency from 1000 kc., to 1320 kc., and hours of operation from D. to unlimited, from Aug. 1 to Feb. 1, 1935. Protest of Station WADC, Akron, O., withdrawn.

NEW, WJMS, Inc., Portable.—Granted CP (temporary broadcast pickup) 2790 kc., 75 w.

KIGA, St. Paul, Minn.—Granted temporary authority to operate broadcast pickup station from July 23 and ending at conclusion of strike, but not exceeding 15 days; 1602 and 2102 kc.; 7½ w.

WLVA, Lynchburg, Va.—Granted special temporary authority to continue operation on 1370 kc., sharing time with WBTM for period ending not later than Sept. 1.

WBTM, Danville, Va.—Granted special temporary authority to continue operation on 1370 kc., sharing with WLVA for period ending Sept. 1.

WGST, Atlanta, Ga.—Granted special temporary authority to reduce power during D. to 500 w., not to exceed 10 days, in order to make field intensity survey of present transmitter.

WJJD, Chicago.—Granted special temporary authority to being operation at 5 a. m., CST, from Aug. 1, and during that period of time when Daylight Saving Time applies but not later than Feb. 1, 1935.

KPCB, Seattle.—Granted extension of special temporary authority to operate station without approved frequency monitor, from Aug. 1 to Aug. 10.

KGZE, State of Texas.—Granted temporary authority covering temporary operation of KGZE on 2506 kc. for 30 days.

WPTF, Raleigh, N. C.—Granted extension of special temporary authority to use RCA Crystal Control as standby oscillator for present licensed W. E. Type transmitter from Aug. 1 to Oct. 1.

WJAG, Norfolk, Nebr.—Granted extension of special temporary authority to operate on 1060 kc., with 1 kw., for period ending Feb. 1, 1935.

KWWJ, Portland, Oreg.—Granted special temporary authority to operate on 1040 kc., limited time, and resume operation from 9 p. m. to 2 a. m., PST, from Aug. 1 to Feb. 1, 1935.

WESG, Elmira, N. Y.—Granted special temporary authority to operate on 1090 kc., daily until sunset at Hot Springs, Ark., from Aug. 1 to Feb. 1, 1935.

WTIC, Hartford, Conn.—Granted extension of special temporary authority to operate simultaneously with KRLD unlimited time, on 1040 kc., from Aug. 1 to Feb. 1, 1935.

KRLD, Dallas, Tex.—Granted extension of special temporary experimental authority to operate simultaneously with WTIC, unlimited time, from Aug. 1 to Feb. 1, 1935.

WBAL, Baltimore, Md.—Granted extension of special temporary experimental authority to operate simultaneously with KTHS on 1060 kc. from 6 a. m. to sunset at Hot Springs, Ark.; to operate from sunset at Hot Springs, Ark., to 9 p. m., EST, on 1060 kc.; and to operate synchronously with WJZ on 760 kc., with power of 2½ kw., from 9 p. m., EST, from Aug. 1 to Feb. 1, 1935.

KTHS, Hot Springs, Ark.—Granted extension of special temporary experiment authority to operate simultaneously with WBAL from 6 a. m., to LS, CST; remain silent from LS to 8 p. m., CST, and to operate from 8 p. m. to 12 midnight, CST, on 1060 kc., from Aug. 1 to Feb. 1, 1935.

NEW, Onondaga Radio Broadcasting Corp., Syracuse, N. Y.—Granted temporary authority to operate general experiment station for broadcast pickup; frequency 31100, 34600, 37600, 40600 kc., 5 w.

WJZ, New York.—Granted extension of special temporary experiment authority to operate with additional 20 kw. power from Aug. 1, 1934 to Feb. 1, 1935.

WCOC, Meridian, Miss.—Granted special temporary authority to reduce hours of operation to specified for 30 days.

WQBC, Vicksburg, Miss.—Granted special temporary authority to operate from 7 to 7:15 p. m., CST, during month of August.

KPCB, Seattle.—Granted extension of special experiment authority to operate on 710 kc., 100 w., unlimited time, from Aug. 1 to Feb. 1, 1935.

WBRE, Wilkes-Barre, Pa.—Hearing set for Aug. 2 cancelled and application for renewal of license granted. Alleged censoring of political speech adjusted to the satisfaction of complainant.

WSVA, Staunton, Va.—Denied petition to strike from records the protest of KSD, St. Louis, against the grant of CP for new station to be located between Staunton and Harrisburg, Va., to operate on 550 kc., with 500 w. power. Authority suspended, and application set for hearing because of protests by KSD and WEHC.

WBNX, New York.—Denied petition to remove renewal application from docket and denied petition to grant regular renewal license.

KFEQ, St. Joseph, Mo.—Denied petition to strike its renewal application from the hearing docket and grant regular renewal license.

WAAT, Jersey City, N. J.—Denied petition of attorney requesting the Commission to amplify the hearing notices. Commission feels the issues are sufficiently clear as set forth in notices.

WKBN, Youngstown, O.—Application to change frequency from 570 to 610 kc. with 500 w. night, 1 kw. LS, unlimited time, and installation of new equipment, to be heard by the Commission en banc on Sept. 24.

WAIU, Columbus, O.—Application to change frequency from 640 kc., to 570 kc., with increase in power from 500 to 750 w. night, 1 kw. LS., specified hours to share with WOSU, Columbus, to be heard by the Commission en banc Sept. 24.

WJAY, Cleveland.—Application to shift from 610 to 640 kc., with an increase in power from 500 w. to 1 kw. and specified hours, to be heard before the Commission en banc Sept. 24.

NEW, Portland Broadcasting System, Inc., Portland, Me.—Application to operate on 640 kc., 500 w., to be heard before the Commission en banc Sept. 24.

WXYZ, Detroit.—Application to operate on 640 kc., 10 kw., unlimited time, to be heard before the Commission en banc Sept. 24.

WDBO, Orlando, Fla.—Denied application as amended for increase of night power to 1 kw., and application set for hearing.

NEW, Clarion Broadcasting Co., Inc., Clarion, Pa.—Denied petition to reconsider action in over-ruling application for CP for new station to operate on 850 kc. with 250 w. Application retained on hearing docket.

AUGUST 7

WLEY, Lowell, Mass. (Ex. Rep. 574).—Granted CP to move transmitter and studio from Lexington to Lowell, 1370 kc., 100 w. night, 250 w. D., specified hours, sustaining Examiner Walker.

WBAA, W. Lafayette, Ind.—Suspended grant for modification of license to change frequency from 1400 to 890 kc., and application set for hearing because of protest of WILL, Urbana, Ill.

WDAF, Kansas City, Mo.—Denied petition to intervene in the proceedings with reference to the application of WHB Broadcasting Co., Kansas City, for special authority to operate on 1120 kc., 500 w., from LS. to midnight at Kansas City.

WHB, Kansas City, Mo.—Denied petition for reconsideration of application for special experiment authority to change frequency from 860 kc., 500 w., D., to 1120 kc., 500 w., specified hours. This application was set for hearing on May 25.

WBAP, Fort Worth, Tex.—Granted petition for regular renewal of license.

WBHS, Huntsville, Ala.—Granted regular renewal of license to continue operation at Huntsville, Ala., and consent to voluntary assignment of license to Virgil V. Evans. Application to move station to Greenwood, S. C., has been withdrawn.

WOL, Washington, D. C.—Denied request for hearing on protest against grant made June 15, of an increase in day power from 500 w. to 1 kw. to WRC, Washington, on the ground that the allegations in the protest are "vague, problematical and conjectural and are not such as to present substantial interest."

WHDF, Calumet, Mich.—Granted CP to move transmitter from Calumet to outside of Larium, Mich., and make changes in equipment.

WKBZ, Muskegon, Mich.—Granted modification of CP to change location of station locally in Muskegon, and extend commencement date to Aug. 8.

WPTF, Raleigh, N. C.—Granted modification of CP to extend completion date from Aug. 17 to Oct. 17.

KPCB, Seattle.—Granted modification of CP to extend commencement date from May 28 to Aug. 27, and completion date to Oct. 26.

WCAL, Northfield, Minn.—Granted license; 1250 kc., 1 kw. night, 2½ kw. day; specified hours.

KWYO, Sheridan, Wyo.—Granted license; 1370 kc., 100 w.; unlimited.

WLBL, Stevens Point, Wis.—Granted renewal of license; 900 kc., 2½ kw.; also authority to remain silent on legal holidays.

WTRC, Elkhart, Ind.—Granted voluntary assignment of license to Truth Radio Corp.

KMBC, Kansas City, Mo.—Granted license for authority to use old transmitter as auxiliary.

KWK, St. Louis, Mo.—Granted modification of CP change type of equipment authorized by CP.

WDGY, Minneapolis.—Granted license covering equipment and increase in power from 1 kw. to 1 k night, 2½ kw. day; 1180 kc., limited time.

WMAL, Washington, D. C.—Granted license for auxiliary purposes; 630 kc., 250 w. night, 500 w. day.

WICC, Bridgeport, Conn.—To operate specified hou from Aug. 11 to Sept. 1, provided WCAC remains silent

KWKC, Kansas City, Mo.—To operate without ap proved frequency monitor for a period not to exce 15 days.

WKRC, Cincinnati, O.—Special temporary authority extended for period Sept. 1 to March 1, 1935, to operate with an additional 500 w. power.

WTBC, Cumberland, Md.—Special temporary authority extended for period Aug. 3 to 16, inclusive, to operate without an approved frequency monitor.

WGES, Chicago.—Extension of special temporary authority to operate specified hours from Aug. 12 to Sept. 10.

WSBT, South Bend, Ind.—Special temporary authority to operate specified hours, extended from Aug. 12 to Sept. 10.

Set for hearing: WJAR, Providence, R. I.—Modification of license to increase power from 250 w. night, 5 w. day, to 1 kw. day and night; KLS, Oakland, Cal.—Modification of license to increase hours of operation from D. to unlimited; WBZA, Boston, Mass.—Special experiment authority to transmit dissimilar programs over WBZA D. up to 1 hour before sunset, when synchronized with WBZ, for 30 days.

NEW, Seymour Turner (Portable) Philadelphia.—Granted visual broadcasting CP to Nov. 1; 65000 to 75000 kc., 5 w.

WATR, Waterbury, Conn.—Denied special temporary authority to operate on 1200 kc., 100 w., unlimited time until WORC is required to revert to its regularly licensed frequency of 1200 kc.

WLTH, Brooklyn, N. Y.—Modification of license to operate on 1400 kc., 500 w., WLTH three-fourth time, WBBC one-fourth time, heretofore set for hearing, was dismissed at request of applicants.

NEW, Joseph Pappalardo, Lawrence, Mass.—CP to operate on 1120 kc., 100 w., unlimited time, heretofore designated for hearing, was dismissed at applicant's request.

NEW, American Radio Productions Inst., Inc., Brooklyn.—CP 1400 kc., 500 w., unlimited time (facilities of WBBC, WLTH, WARD and WVFW), heretofore designated for hearing, was denied because applicants failed to enter appearance within time allowed.

WESC, Elmira, N. Y.; WJAG, Norfolk, Nebr.; and KWJJ, Portland, Oreg.—Granted renewal of licenses on a temporary basis subject to such action as the Commission may take on their pending applications for renewal.

WHAT, Philadelphia.—Granted special temporary authority to remain silent from 2 to 4 p. m., EST., Aug. 18, 25, and Sept. 1 and 8.

WKBZ, Ludington, Mich.—Granted special temporary authority to remain silent from Aug. 1, and pending action on application for modification of CP, but not later than Oct. 8.

WHDH, Boston.—Modification of license to increase hours of operation from D. to unlimited, using 500 w. night, 1 kw. until sunset at Denver, to be heard before Commission en banc, with application of WNAC.

Applications . . .

JULY 31

WDRC, Hartford, Conn.—Modification of CP authorizing installation of new equipment and increase in D. power to request extension of completion date to 10-27-34.

WBIG, Greensboro, N. C.—Modification of license to increase power from 500 w. night to 1 kw. D. to 1 kw. day and night.

WMAZ, Macon, Ga.—Modification of CP authorizing installation of new equipment, removal of transmitter and increase in power requesting approval of transmitter site, changes in equipment and extension of commencement and completion dates.

WAMC, Anniston, Ala.—Modification of CP authorizing removal of station requesting removal to Selma, Ala., amended to request change in transmitter site at Selma.

KJBS, San Francisco.—Modification of CP authorizing changes in equipment and increase in D. power to request further changes in equipment and extension of commencement and completion dates.

KQW, San Jose, Calif.—Modification of CP authorizing installation of new equipment and increase in D. power requesting changes in equipment and extension of commencement and completion dates.

NEW, J. C. and E. W. Lee, Riverside, Calif.—CP to operate on 820 kc., 100 w., D.

Applications returned: WQDM, St. Albans, Vt.—Voluntary assignment of CP to E. J Regan and F. Arthur Bostwick, d/b as Regan and Bostwick; WTOC, Savannah, Ga.—License to cover CP for temporary transmitter; WRDW, Augusta, Ga.—Voluntary assignment of license to Augusta Broadcasting Co.; KADA, Ada, Okla.—Modification of CP authorizing erection of new broadcasting station requesting changes in equipment; NEW, Muscatine, Iowa.—CP to operate on 1170 kc., 5 kw., LT.; KFJI, Klamath Falls, Oreg.—CP to make changes in equipment.

AUGUST 2

W2XAG, R. D. Lemert, Portable.—License to cover CP for experimental visual broadcast station, to be operated on 42000-86000 kc., 100 w.

NEW, Seymour Turner, Portable.—CP for a new experimental visual broadcast station to be operated on 65000-75000 kc., 1 w.

WSBT, South Bend, Ind.—Modification of license to change hours of operation from specified to sharing time with WGES.

NEW, Herbert H. Fette, Meriden, Minn.—Cp to operate on 1310 kc., 100 w., D.

NEW, Mid-Central Broadcasting Co., Kansas City, Mo.—CP to operate on 1370 kc., 100 w., unlimited time.

WCFL, Chicago.—Modification of CP authorizing installation of new equipment, removal of transmitter and increase in power requesting changes in equipment.

NEW, Head of the Lakes Broadcasting Co., Hibbing, Minn.—CP to operate on 1210 kc., 100 w., unlimited time.

KSIM, Salem, Oreg.—Modification of CP authorizing erection of new broadcasting station to be erected on 1370 kc., 100 w., D., requesting an increase in power to 250 w. night, 250 w. D., nliumited hours of operation, changes in equipment and extension of commencement and completion dates.

NEW, Joseph H. Hallock, Baker, Oreg.—CP to operate on 1200 kc., 100 w., D.

KEX, Portland, Oreg.—License to cover CP authorizing changes in equipment and move of transmitter.

NEW, David H. Cannon, Pasadena, Calif.—CP to operate on 1480 kc., 100 w., D.

AUGUST 3

W1XBS, Waterbury, Conn.—Modification of CP authorizing erection of new experimental broadcast station (1530 kc., 1 kw., unlimited time) requesting approval of exact transmitter site and extension of completion date.

WBNS, Columbus, O.—License to cover CP authorizing removal of transmitter.

. . . Precision

Scientific Radio Service Crystals are accurately ground to an accuracy of BETTER than .03%, on equipment tested regularly by U. S. Bureau of Standards Standard frequency signals.

•

PIEZO
ELECTRIC
CRYSTALS

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Scientific Radio Service was one of the "first" to introduce "Piezo Electric Crystals" for commercial use . . . that was back in 1925 . . . and today, we still pride ourselves with the fact that our aim is toward "QUALITY" Crystals rather than quantity.

Prompt Delivery Assured

We maintain a Monitor Service

Scientific
RADIO SERVICE

124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-8

WDAS, Philadelphia.—License to cover CP authorizing removal of station and installation of new equipment.

WDAE, Tampa, Fla.—Extension of special experimental authorization to operate with an additional 1½ kw. during D., from 10-1-34 to 4-1-35.

KMLB, Monroe, La.—CP to move transmitter, change frequency from 1200 kc. to 630 kc., and increase power from 100 w. to 250 w.

KCRC, Enid, Okla.—Modification of license to change frequency 1370 kc. to 1360 kc., increase power from 100 w. night 250 w. D., to 250 w. and hours of operation from sharing with KGFG to unlimited time.

WDAG, Amarillo, Tex.—Modification of CP authorizing changes in equipment and increase in D. power requesting installation of new equipment and extension of commencement and completion dates.

WTOC, Savannah, Ga.—License to cover CP authorizing installation of temporary transmitter.

WIND, Gary, Ind.—License to cover CP authorizing the installation of new equipment and increase in D. power.

WJJD, Chicago.—Modification of license to change hours of operation from limited to specified and power from 20 kw. to 20 kw. until sunset at Salt Lake and 5 kw. thereafter.

KSD, St. Louis.—Modification of CP authorizing installation of new equipment and increase in D. power requesting an extension of commencement and completion dates.

KTM, Los Angeles.—Modification of license to increase power from 500 w. night, 1 kw. D., to 1 kw. day and night.

KIEV, Glendale, Calif.—Modification of CP authorizing changes in equipment and increase in D. power to 250 w. requesting changes in equipment and extension of commencement and completion dates.

KOIN, Portland, Oreg.—Modification of CP authorizing installation of new equipment and increase in D. power requesting changes in equipment and extension of commencement and completion dates.

Application returned: WGES, Chicago.—Modification of license to change hours of operation from specified to sharing with WSBT.

AUGUST 6

WATR, Waterbury, Conn.—Modification of license to change frequency from 1190 kc. to 1200 kc. and hours of operation from D. to unlimited—contingent upon WORC releasing 1200 kc.

WLVA, Lynchburg, Va.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WBTM, Danville, Va.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WRDW, Augusta, Ga.—Voluntary assignment to license to Augusta Broadcasting Co.

WDBO, Orlando, Fla.—Special experimental authorization to increase power from 250 w. to 500 w. night, amended to increase power to 1 kw. night.

NEW, Stamford, Tex.—CP to operate on 1200 kc., 100 w., unlimited time.

NEW, Taylor, Tex.—CP to operate on 1310 kc., 100 w., unlimited time.

W9XBY, Kansas City, Mo.—Modification of CP authorizing erection of new experimental broadcast station to request extension of completion date.

KSO, Des Moines.—License to cover CP authorizing installation of new equipment and increase in D. power.

Application returned: NEW, Frank Lyman, Jr., Concord, N. H.—CP to operate on 610 kc., 100 w., D.

AUGUST 7

WLBZ, Bangor, Me.—CP to make changes in equipment and increase power from 500 w. to 500 w. night, 1 kw. D.

NEW, Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—CP to operate on 1120 kc., 100 w., unlimited time.

NEW, WHBY, Inc., portable—CP to operate on 1622, 2060, 2150, 2790, 31600 and 36600 kc., 7.5 w.

NEW, Norman Baker, Muscatine, Ia.—CP to operate on 1170 kc., 5 kw., limited time (5:30 a.m. to LS and midnight to 3 a.m.).

WCRW, Chicago—CP to install new equipment.

WHBF, Rock Island, Ill.—CP to move the transmitter locally, install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

KWCR, Cedar Rapids, Ia.—Modification of CP authorizing consolidation of WIAS and KWCR, installation of new equipment, change of frequency to 1430 kc., and increase in power requesting changes in equipment and extension of commencement and completion dates.

WMAQ, Chicago—Modification of CP authorizing installation of new equipment, move of transmitter and increase in power to 50 kw., requesting an extension of commencement and completion dates.

KLZ, Denver—Modification of CP authorizing removal of transmitter, installation of new equipment and increase in D. power requesting approval of present licensed location for transmitter site and extension of commencement and completion dates.

AUGUST 8

WNEL, San Juan, Puerto Rico—Modification of CP authorizing erection of new station requesting change of transmittter site and extension of commencement and completion dates.

WWRL, Woodside, N. Y.—License to cover CP authorizing changes in equipment and increase in D. power.

WTEL, Philadelphia—CP to install new equipment—directional antenna, change frequency from 1310 to 1230 kc., increase power from 100 w. to 250 w. night, 500 w. D., and increase hours of operation from sharing with WHAT to U.

WMBG, Richmond, Va.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w., D.

WMC, Memphis, Tenn.—Extension of special experimental authorization to operate with additional power of 500 w. night, 1½ kw. D.—directional antenna for the period 9-1-34 to 3-1-35.

KGKL, San Angelo, Tex.—CP to install new equipment, change frequency from 1370 kc. to 940 kc., increase power from 100 w. night, 250 w. D. to 500 w. night, 1 kw. D.

NEW, Perkins Brothers Co., Portable-Mobile—CP to erect a new general experimental station to be operated on 31100, 34600, 37600, 40600 kc. and 20 w.

KSD, St. Louis—Modification of license to change hours of operation from sharing with KFUO to U. (facilities of KFUO).

KFUO, Clayton, Mo.—Modification of license to change frequency from 550 kc. to 640 kc., increase power from 500 w. night, 1 kw. D. to 1 kw. until sunset at Los Angeles and hours of operation from sharing with KSD to specified hours during D. not used by WOI and to operate from LS to sunset at Los Angeles, Calif. (part of facilities of WOI).

WKBV, Richmond, Ind. — Voluntary assignment of license to Knox Radio Corp.

WREN, Lawrence, Kan.—Voluntary assignment of license to the WREN Broadcasting Co.

WISN, Milwaukee—CP to move transmitter to Wauwatosa, Wis., and change to vertical radiator.

NEW, Paul Q. Callister, Salt Lake City—CP to erect a new broadcast station to be operated on 1370 kc., 100 w., U.

AUGUST 10

WFEA, Manchester, N. H.—License to cover CP as modified, authorizing 1340 kc., 500 w., U.

WALA, Mobile, Ala.—License to cover CP to move transmitter to Mobile and equipment changes; also modification of license to increase power from 500 w. to 500 w. night, 1 kw., D.

KSO, Des Moines, Authority to determine operating power by direct measurement of antenna power.

KOIL, Council Bluffs, Ia.—Modification of CP to move transmitter, installation of new equipment and increase in power, requesting approval of transmitter site, changes in equipment and extension of commencement and completion dates.

NEW, Louis H. Callister, Provo, Utah.—CP to erect a new station to operate on 1200 kc., 100 w., U.

KPPC, Pasadena, Calif.—Modification of license to increase power from 50 w. to 100 w.

NEW, A. H. Sconberg, Salinas, Calif.—CP to erect a new broadcast station to operate on 1500 kc., 100 w., U.

NEW, Radio Service, Inc., Riverside, Calif.—CP to erect a new broadcast station to operate on 820 kc., 100 w., D.

KSLM, Salem, Oreg.—Modification of CP for new station to operate on 1370 kc., 100 w., D., requesting change of transmitter site and change of equipment and extend commencement and completion dates.

KXL, Portland, Oreg.—License to cover CP for change of equipment and increase in daytime power.

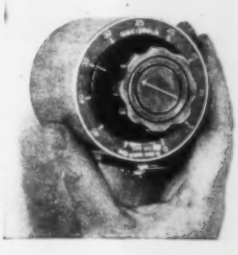
Applications returned: WFLA-WSUN, Clearwater, Fla.—Special experimental authorization to operate on 640 kc., 5 kw. (filed on obsolete form).

KMED, Medford, Oreg.—License to cover CP for changes in equipment and increase in power (filed on obsolete form).

NOT A PERFORMER

The Type 653 Volume Control never feels called upon to assist the program artists with a hearty blop at the wrong moment. It can be relied upon to provide a smooth control of volume—in silence.

Its rigid, compact construction makes for ease of installation and trouble-free operation.



Type 653-MA 50 ohms

Type 653-MB 200 ohms

Type 653-MC 500 ohms

Price $12.50

GENERAL RADIO COMPANY

Cambridge A Massachusetts

Home Managing Series Transcribed for Utilities

THE RADIO Home Management course, which was formerly conducted over KNX, Hollywood, for the Southern California Edison Co., through the Mayers Co., Los Angeles agency, has been recorded for national release. Technical work and distribution of the transcription series has been done by Radio Productions, Inc., Los Angeles, with 26 fifteen-minute programs. The entire series will be sold as a unit, including merchandise aids. These include separate lessons, counter displays, window cards, booklets, newspaper ad mats, certificate of completion, specimen spot radio announcements and so forth. Radio Productions will market the series to utilities groups in different parts of the country.

Ironized Yeast on CBS

IRONIZED YEAST Co., Atlanta (yeast tablets), which since January 1 has been testing radio with 5-minute transcriptions and 15-minute studio programs, the latter including "Vic and Sade" on WLS, Chicago, on September 11 will undertake a network campaign on 12 CBS stations, featuring "Whispering Jack Smith" and his orchestra, Tuesdays, Thursdays, and Saturdays, 7:30-7:45 p.m. Its agency is Ruthrauff & Ryan, New York.

KADA is the call assigned to the new 100-watt daytime station at Ada, Okla., to operate on 1,200 kc. The licensee is C. C. Morris.

FCC Acting Slowly, Says Judge Sykes

THE FCC is moving slowly and methodically in carrying out the mandate of the Communications Act of 1934, which created this new agency with regulatory control over radio and wire communications, Chairman E. O. Sykes, of the FCC, said in an address August 3 over a nation-wide CBS network. The history of the Communications Act, beginning with the report early this year of the interdepartmental committee, was recounted by the head of the FCC, after which he analyzed the law itself.

The Broadcast Division, he pointed out, already has scheduled a hearing October 1 to which all interested persons have been invited to study the "class allocation" proposal, while the Telephone and Telegraph Divisions have adopted orders calling upon communication carriers to file detailed reports invading the innermost secrets of their operations.

"In short," Judge Sykes concluded, "these divisions, after carefully studying the provisions of the act, are calling for reports therein authorized in order that they may fully inform themselves upon all of these questions so that they may fairly and intelligently administer the act that all of the people in the United States may have adequate communication facilities at reasonable charges."

CALL LETTERS of WJBI, Red Bank, N. J., have been changed to WBRB.

Dr. Dellinger Expected To Head U.S. Delegation For Lisbon Conference

DR. J. H. DELLINGER, chief of the radio section of the Bureau of Standards, is expected to be named chairman of the American delegation to the biennial conference of the International Consulting Committee on Radio (C. C. I. R.) to convene in Lisbon, Portugal, Sept. 22. The delegation, to consist of five radio experts, will be named shortly by President Roosevelt.

Dr. Dellinger

Mr. Gross

At the State Department it was indicated that Gerald C. Gross, FCC international engineering expert, is certain to be a delegate. For the Navy the delegate probably will be Capt. S. C. Hooper, director of communications; Army, Maj. Roger B. Colton, Signal Corps; and State Department, William V. Whittington, of the treaty division, who has been assigned temporarily to the desk vacated by FCC Commissioner Irvin Stewart.

The C. C. I. R. conference will be held in accordance with the terms of the Telecommunications Conference in Madrid two years ago. Important matters relating to wave length propagation which may have bearings upon allocations of frequencies for radio services will be considered. The American delegation will sail Sept. 12, and the conference probably will continue for six weeks.

Court Upholds Durante, NBC in Second Ruling On Copyright Complaint

FINAL adjudication of the suit of Alfred Kreymborg, New York poet, against NBC and Jimmy Durante, comedian featured in the Chase & Sanborn hour, alleging infringement of copyright, was provided for in a ruling of Federal Judge Patterson of the U. S. District Court of New York June 20. In allowing the plaintiff the right to serve an amended bill, however, Judge Patterson reiterated his previous conclusion that there was no copyright infringement.

Judge Patterson pointed out that on June 2 he had held that Durante did not infringe Kreymborg's copyright by publicly reciting one of his poems. On reargument, the plaintiff contended that the poems are a "similar production" to lectures, sermons or addresses within the meaning of the copyright laws. After reviewing the law, the court ruled that the poems are not a "similar production" to nor resemble a "lecture, sermon or address."

In granting the motion for reargument the jurist stated that "on further consideration, the court adheres to its view that the bill does not state a cause of action and should be dismissed." He added, however, that Kreymborg is given leave to file an amended bill.

Stations Protesting Texas Election Ban

CHARGES that action of the Texas Election Bureau, in barring all broadcasts of election returns on the Democratic primary on July 27, violated, at least in spirit, the press-radio agreement, have been filed by Texas stations with the Managing Editors Association, Inc., and now are before its executive committee.

The Texas Election Bureau is a cooperative organization for gathering returns from all of the 254 counties in the state. Dominated by a majority of the smaller dailies in the state, the bureau adopted a resolution barring the use of returns on radio or bulletin boards. The ban also was extended to include the Press-Radio Bureau of the Publishers National Radio Committee so that no returns were available except to the newspapers.

Several independent stations not affiliated with newspapers made last-minute attempts to cover the election, but the returns were scattered and were inconclusive. Cooperation of the Press-Radio Bureau in an effort to obtain a modification of the ruling is being sought prior to the second primary which is generally equivalent to election in Texas.

Texas is the only state where the election returns are gathered by an independent organization. In other states where the Associated Press or other press associations gather returns bulletins are made available to the Fress-Radio Bureau.

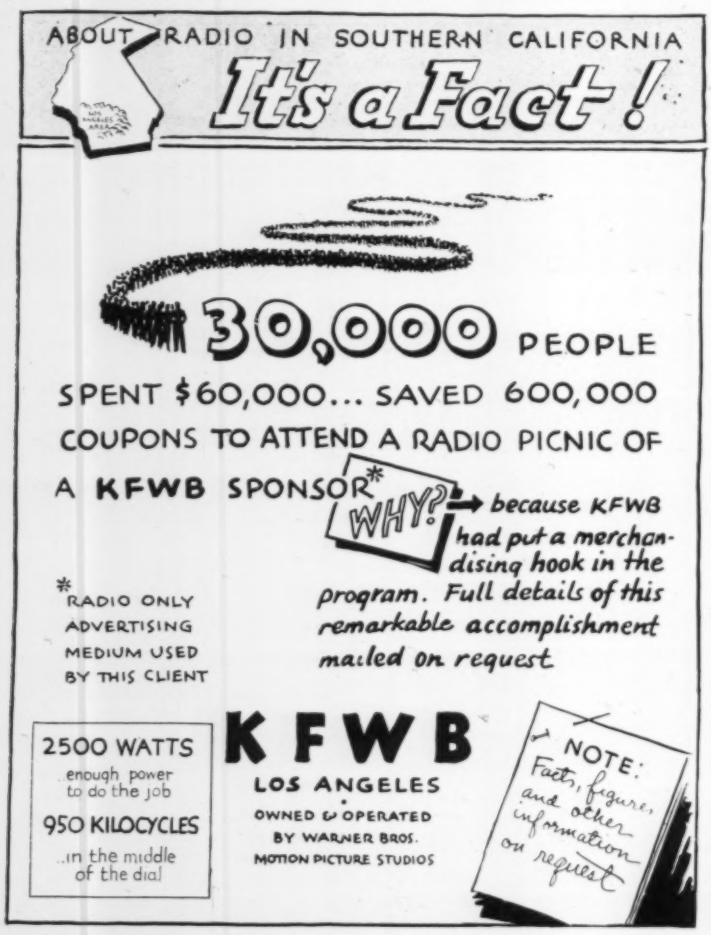
Kelvinator Novel Drive Inaugurated on KMOX

KELVINATOR Refrigerator Co. St. Louis, on Aug. 1 started a novel advertising campaign over KMOX, presenting two programs daily—the "Morning Varities" and an afternoon program. For 10 days before the first program KMOX spotted the following "teaser" announcements: "Take these numbers down! 7-9-5-0. What's the answer? . . . 21 . . . Right . . . But what? . . . For the complete answer, listen to the 7-9-5-0 shows beginning Wednesday, Aug. 1." . . . The same teaser appeared on all radio pages of the St. Louis newspapers.

The answer, given in the first broadcast, was this: "7-9-5-0 totals 21, which means that 21 Kelvinator dealers in the St. Louis area are offering a Kelvinator Refrigerator selling for $79.50." The artists also appeared in person daily at three of the 21 Kelvinator dealers' local showrooms.

WXYZ Gets Hearing

LATEST application of WXYZ, Detroit, for improved facilities and power, has been designated for hearing before the FCC, sitting en banc, Sept. 24. The application is for a new station of 10,000 watts on 640 kc., the clear channel of KFI, Los Angeles. At the same time the Commission designated for hearing on the same date the application of the Portland Broadcasting System, Inc., for a new station at Portland, Me., on the same channel with 500 watts.


ABOUT RADIO IN SOUTHERN CALIFORNIA
It's a Fact!
30,000 PEOPLE
SPENT $60,000... SAVED 600,000
COUPONS TO ATTEND A RADIO PICNIC OF
A KFWB SPONSOR*
WHY? → because KFWB had put a merchandising hook in the program. Full details of this remarkable accomplishment mailed on request
* RADIO ONLY ADVERTISING MEDIUM USED BY THIS CLIENT
2500 WATTS
enough power to do the job
950 KILOCYCLES
...in the middle of the dial
KFWB
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS
NOTE: Facts, figures, and other information on request

NRA's Supporters In Iowa Pick Radio To Answer Critics

Officials Indorse Air Campaign To Offset Press Attitude

NEWSPAPER opposition to the NRA in Iowa has created so much public indifference toward those firms operating under the codes that a group of 40 Iowa business men, the majority of whom represented code authorities, held a conference early this summer as a result of which they selected radio as a medium to combat this trend.

Cooperating with the Iowa code administrators, the group asked WOC-WHO, Des Moines, to carry the NRA message to the Middle West. The new series of programs, inaugurated over WOC-WHO July 22, offers a new plan whereby radio stations, in cooperation with code authorities, can utilize code funds for effective radio publicity.

The NRA series, which will run for eight weeks, has been approved by Leroy C. Perkins, Iowa trade practice compliance officer of the NRA, and Harry Shaw, district code administrator in Waterloo, Iowa, who is also operator of WMT. Officials of WOC-WHO also received personal indorsement of the series from Gen. Hugh S. Johnson, National Recovery Administrator, who expressed approval of the programs on his recent visit to Iowa.

During the first two weeks of the series, 5-minute programs were presented every day, with special 30-minute broadcasts on Sunday evenings. For the remainder of the series, there are 5-minute programs on Monday, Wednesday, and Friday evenings and a continuation of the half-hour Sunday broadcasts.

WMT, Waterloo, also broadcast the first two weeks' programs, by means of special leased wires which carried the broadcasts originating in the studios of WOC-WHO, and will continue to carry the Sunday evening programs.

"True Stories of NRA"

THE PROGRAMS, produced by Francis Robinson, assistant program director at WOC-WHO, combine dramatic sketches, informational material, and music. The longer Sunday evening broadcasts feature an orchestra presenting semiclassical and patriotic numbers, and an explanatory talk on the NRA by prominent local business men. They also include dramatic skits built around characters whose lives have been affected by the NRA, some of the skits being based on actual cases taken from the official records of Iowa reemployment offices.

A recorded fanfare introduces the week-day 5-minute broadcasts, followed by the announcement: "True Stories of the NRA." Recorded music furnishes the theme melodies for each dramatic sketch.

The theme of the entire series is to present such a clear picture of the constructive activities of the NRA as to create in the consumer a desire to support the firms operating under codes by giving them his patronage. The appeal is that the public patronize these NRA firms as a patriotic gesture.

ROYALTY FLUSH
But He Repaints the Old Coach In Novel WCKY Skit

ONE-MINUTE dialogues and playlets are being used on WCKY, Cincinnati, by Nu-Enamel stores in Cincinnati. The skits embrace a variety of situations, stressing the merits of both Nu-Enamel and Enamelized paint and are on the air six nights a week.

All copy is written by the WCKY continuity department, headed by Elmer H. Dressman. A typical playlet follows:

Sound effect . . . Coronation March.

Herald: Hear Ye! Hear Ye! . . . His majesty the king will now address the people.

Sound effect . . . Cheering crowd.

The King: My loyal subjects! Economy is the watchword of the hour. This year the royal coach will not be traded in on a new model. I'm having the old one refinished with Nu-Enamel. And believe me, boys and girls, it will look like new!

Sound effect . . . Cheering crowd.

Announcer: The king said a mouthful! Nu-Enamel will make any royal coach . . . or your own automobile . . . look like new. You can refinish your car yourself for only a few dollars, with Nu-Enamel. It goes right over the old paint, dries quickly and leaves no brushmarks. See a demonstration tomorrow at your nearest Nu-Enamel store!

Cost Accounting Survey Precedes Uniform Plan

TO DEVISE plans for development of a system of uniform cost accounting for broadcasting stations, the NAB on Aug. 7 sent to its member stations a questionnaire seeking detailed information on station fiscal operations. The questionnaire with a covering letter was sent by Managing Director Philip G. Loucks at the behest of the Committee on Uniform Cost Accounting, of which H. K. Carpenter, manager of WHK, Cleveland, is the chairman.

In his letter, Mr. Loucks explained that the broadcasting industry code provides that such a system shall be established. The returned questionnaires will be submitted to Harvey H. Tash, public accountant of Washington, who has made an extensive preliminary study of cost accounting in the industry and who will propose a tentative report and recommendations for a system to the committee. The question will be considered at the forthcoming NAB convention. The committee consists largely of broadcasters who are experienced in cost accounting work.

NAB Expanding Index

EXPANSION of the NAB statistical index, inaugurated a year ago, to include graphic charts showing important trends in radio advertising, will be effected beginning with July report on revenue returns, Philip G. Loucks, NAB managing director, announced August 8. Heretofore, the index, compiled by Dr. Herman S. Hettinger, of the University of Pennsylvania, has been based upon simple revenue figures furnished by 125 selected stations. The new sample will be doubled, and will include selected groups in each station classification.

Associated Oil Signs 58 West Coast Grid Games

ASSOCIATED OIL Co., with headquarters in San Francisco, is completing plans for the fall season of college football broadcasts and already has scheduled 58 of the 72 Pacific coast games on NBC and CBS. Harold Deal, advertising and publicity director, and the Lord & Thomas agency are handling details of the sportscasts, which will cost the oil company approximately $110,000, the same amount that was appropriated for last season. The season opens Sept. 22 and closes Dec. 8.

In addition to buying station time and paying line charges, Associated Oil is paying a fee to all member colleges of the Pacific Coast Conference, which includes the Big Ten on the coast, and is paying a similar fee to smaller institutions which are not members of the conference. Announcers' fees and agency commissions are also paid by the sponsor.

100 Get WBS Service

THE ADDITION of five more stations as subscribers to the World Daily Program Service of World Broadcasting System on Aug. 1 brought its total to exactly 100 stations now taking the two-hour daily transcription service for local sponsorship or sustaining purposes. The added stations are KVOO, Tulsa; WCHS, Charleston, W. Va.; KTSM, El Paso, Tex.; WHBY, Green Bay, Wis., and WCSH, Portland, Me.

Dreft's Special Hookup

USING a special hookup of six NBC stations keyed from WLW, Procter & Gamble Co., Cincinnati, a leading radio advertiser of this year, started a campaign August 14 for its Dreft washing powder for silk stockings, carrying "Rainbow Court," a dramatic show with Irna Phillips, Lucy Gilman, and Irene and Walter Wicker. Program is heard Tuesdays, Wednesdays, and Thursdays, 3:15-3:30 p. m., on WLW, WHO-WOC, WOW, WDAF, WIBA, and KSTP, but on October 2 it shifts to 3:30-3:45 p. m. same days. For Dreft, World Broadcasting System has also prepared a series of seven 1-minute transcriptions. H. W. Kastor & Sons, Chicago, handles the account.

Taxi Firm on Radio

"TAXI! TAXI! We'll take you there!" This is the opening line of the new theme song used by the Parmalee System, Inc., New York taxicab service, in its series titled "Parmalee Harmony Taxi Drivers" that started on WEAF, New York, July 30. Program features the Landt Trio and White, Mondays, Wednesdays, and Fridays, 6:15-6:30 p.m., EDST, and is handled by the World Wide Advertising Corp., New York.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
SEATTLE
The Pioneer High Powered Station of the Pacific Northwest.
The only major station in the Northwestern markets offering guaranteed time.
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

The Other Fellow's Viewpoint . . .

Socialists Broadcast

To the Editor of BROADCASTING:

I note with interest an item on page 8 of the August 1 issue of BROADCASTING to the effect that the Socialist Party has signed a contract to broadcast 15 minutes each Sunday over WTMJ for a period of one year, and this contract is believed to be the first of its kind ever signed.

I wish to advise in this connection that the Socialist Party of Berks County for over two years has conducted a 15-minute program each Sunday from 12:15 to 12:30 p. m. on WEEU. This program is not of a political nature, but is purely an educational one based upon the theories and philosophies of Socialism. This program has been very successful, and has done a lot of good in this socialistic vicinity where the city council and the office of mayor during the past administration were held by Socialists. I am informed that the Milwaukee program was decided upon after becoming acquainted with the benefits acquired locally, during conversations at a recent national convention held in this city.

It is my thought that you may desire to have this information in the event that you care to publish a correction.

CLIFFORD M. CHAFEY,
President, WEEU,
Reading, Pa.

August 3, 1934.

AN INCONSPICUOUS carbon-type microphone from the early days of commercial broadcasting is a radio relic in the private office of LeRoy Mark, president of WOL, Washington. The instrument was used in 1926 for the first broadcast from the White House by Calvin Coolidge, who was inducted into office 11 years ago August 3.

AUTHORITY to erect a Roman Catholic broadcasting station in Ireland, which will carry programs of Catholic interest, including relays from the Vatican radio station, has been given by the Irish Free State.

DOLLAR CRYSTALS, Omaha, has placed a weekly studio program on WIND, Gary, Ind., and has transferred the Monroe Brothers, hillbilly singers, from WIND to KMA, Shenandoah, Iowa, for another studio series.

Harry L. Stone

(Continued from page 21)

"Smilin' Ed" McConnell; Dr. M. Sayle Taylor, "The Voice of Experience"; and Kenny Sargent (Glenn Gray) were yet to begin their climb to radio popularity, which began under Harry Stone's direction.

It was natural that the National Life & Accident Insurance Co. should turn to this quiet-mannered, good-looking chap when it decided to build up WSM. Harry Stone joined WSM in 1928 as an announcer, but he boasts that he has performed every job connected with a radio station from polishing a piano back in the one-man staff days to directing a big staff.

Harry Stone was married to Frances Tinsley, of Nashville, on November 11, 1919. They have two children, Nancy, 11, and Bobby, 8. He is president of the Nashville Advertising Club, vice president of the Lions Club, a Scottish Rite Mason, an honorary colonel on the staff of the Governor of Tennessee, a member of the University Club and of the Oriental Country Club. He has also served as president of the American Business Club. His hobbies are fishing and hunting, but he also likes his golf, some tennis, and traveling.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Advertising manager by 100-watt station in South, serving a trade population of 250,000 people. Must be able to sell and write advertising. Only those with experience and record as a producer need apply. Commission with drawing account. Give full details in first letter. Opportunity for right man. Liner's Broadcasting Station, Inc., Monroe, Louisiana.

Situations Wanted

As Manager. 35, energetic American. Thoroughly experienced broadcasting business from control room through executive duties. Now employed important midwest station. Desire change locality. Go anywhere. Desire particularly job building to old or new station. Address Box 210, BROADCASTING.

ATTENTION!
STATION MANAGERS

Broadcast Engineer specializing in operating economies, with executive, administrative ability, desires connection with progressive station. Fourteen years in radio. Regional network, chief engineer network and independent station experience. Married. Thoroughly reliable. Box 209, BROADCASTING.

Experienced station manager desires connection—knowledge of advertising with good record in building sales. Thoroughly familiar with Federal Regulations and station operations. References. Box 210, BROADCASTING.

Broadcast technician-announcer. First-class license. Six years experience all size stations. Reliable. Best references. Services reasonable. The man you want. Box 211, BROADCASTING.

Former manager full-time network affiliate, and CBS program executive, desires connection with agency or large station. Thorough broadcasting and agency experience. Full details and references on request. Box 205, BROADCASTING.

Experienced announcer-production man writes continuity, dramatic experience, employed, desires change. Box 206, BROADCASTING.

Wanted to Buy

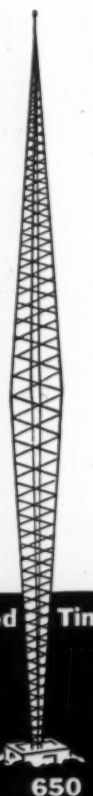
100-watt transmitter and other equipment for broadcast station. Will pay cash if in good condition. Box 207, BROADCASTING.

POCAHONTAS OIL Corp., Cleveland (Blue Flash oils) will sponsor eye-witness reports of the National Air Races, Aug. 31 to Sept. 3, over WHK as a sequence to its regular sponsorship of the "Jimmy Allen Flying Club" transcription series.

Find out how much sales help our 3000 Field Men can be!

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representative
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO



Cleared Channel Unlimited Time
WSM
NBC Affiliate 50,000 WATTS 650 Kilocycles

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

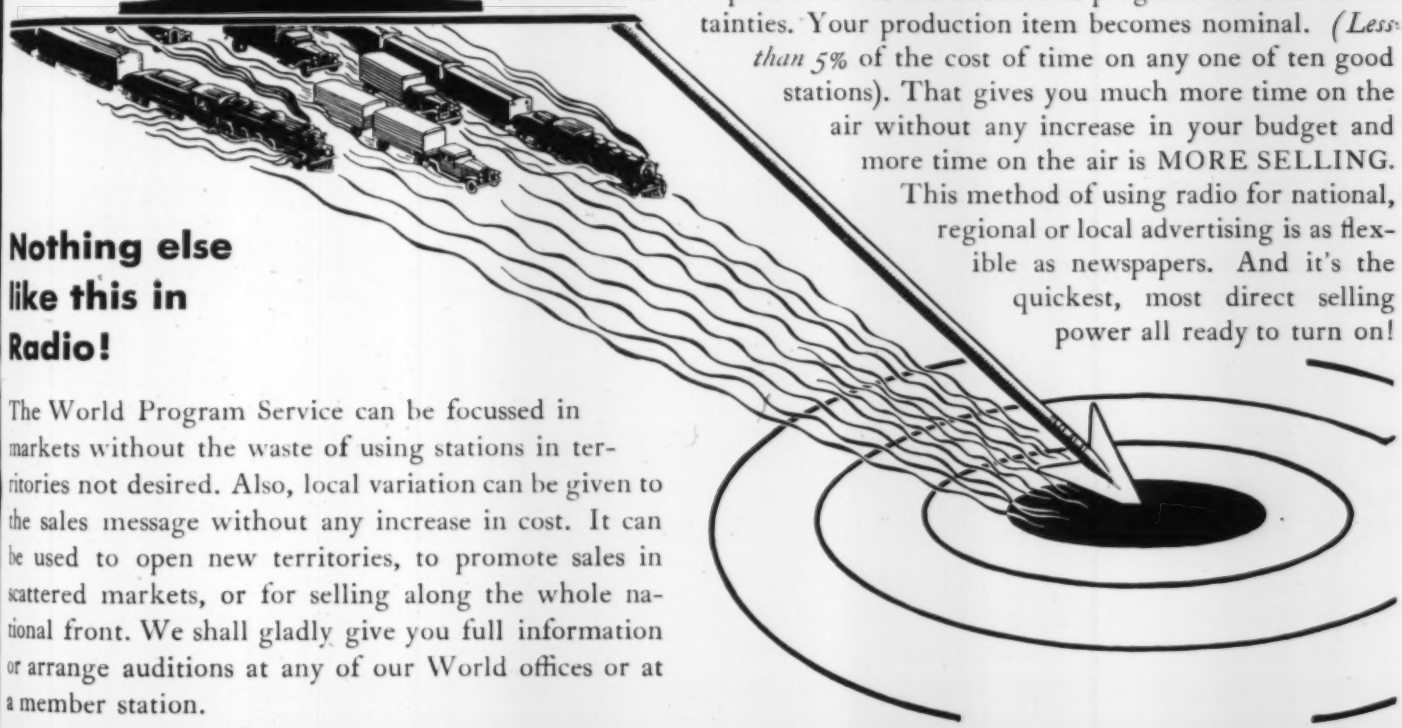
Selling Power

READY TO TURN ON IN

99 Markets!

ONE of the remarkable features of the World Program Service is that it can go to work for you *without delay* in any part of the United States. No costly arrangements are necessary in the preparation of your radio program. You have a free choice of top-notch program material created by the leading radio artists: dance numbers, vocal solos and duets with orchestra accompaniment, quartets, salon music, concert selections, Hawaiian and Marimba music, violin solos and quartets, piano and organ numbers, bands, marches, and fanfares. Any of 99 radio stations associated in this unique service, *could put these programs on the air tomorrow* in any desired combination.

This new plan removes the obstacle of program cost and uncertainties. Your production item becomes nominal. *(Less than 5%* of the cost of time on any one of ten good stations). That gives you much more time on the air without any increase in your budget and more time on the air is MORE SELLING. This method of using radio for national, regional or local advertising is as flexible as newspapers. And it's the quickest, most direct selling power all ready to turn on!



Nothing else like this in Radio!

The World Program Service can be focussed in markets without the waste of using stations in territories not desired. Also, local variation can be given to the sales message without any increase in cost. It can be used to open new territories, to promote sales in scattered markets, or for selling along the whole national front. We shall gladly give you full information or arrange auditions at any of our World offices or at a member station.

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 555 South Flower Street, Los Angeles, Cal.

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE